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PRESS RELEASE
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**BIA/OC EO, STEVE LAMOTTE APPOINTED NEW CHAIR OF
SOUTH ORANGE COUNTY ECONOMIC COALITION**

Irvine, CA (June 28th, 2019) – BIA/OC Executive Officer, Steve LaMotte was proudly installed as Chair of the South Orange County Economic Coalition (SOCEC) by Orange County Sheriff, Don Barns, having served on the Board of Directors for two years.

SOCEC is the premier voice of business in South Orange County. Serving the region since 1969, they work diligently to promote a strong economic climate, providing current updates on issues discussed at the state, county and local levels. With this knowledge, the organization makes informed decisions to strengthen local businesses.

“The Building industry Association stands at the forefront of solving California’s housing crisis, but this won’t be done by homebuilders alone. Strategic partnerships with the business community are an essential component of addressing the regions challenges. As EO and Chairman of these two fantastic organizations there is a unique opportunity to advance the policies necessary for a stronger tomorrow” said Steve LaMotte, BIA/OC Chapter Executive Officer.

The mission of SOCEC focuses on being the leading business advocate in South Orange County. Member businesses include key stakeholder companies (corporations and sole proprietorships) committed to building a strong local business climate both regionally and within the local communities

BIA/OC Chapter President, Rick Wood, TRI Pointe Homes states “This collaboration between the BIA/OC and SOCEC is key to the success of homebuilding. As a businessman and homebuilder in Orange County I have seen the challenges the housing shortage has created for the workforce. Without adequate housing there will not be a future workforce in Orange County.”

The BIA is a nonprofit trade association of over 1,100 companies employing over 100,000 people affiliated with the home building industry here in Orange County. Their mission is to champion housing as the foundation of vibrant and sustainable communities.

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