

Past Conference Sponsors

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Hayes Commercial Real Estate Group	Veneco
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HUITT-ZOLLARS	Ventura County Credit Union
Jackson DeMarco Tidus Petersen Peckenpaugh	Village Properties
John Laing Homes	Voltz Commercial Realty Advisors
KB Homes	Wells Fargo Bank
Lee & Associates	Western Commercial Bank
Martin Ferrel Homes	Western Financial Bank
Mid-State Bank & Trust	Western States Petroleum Association
	Workforce Investment Board

Conferences

Conferences are held at large hotels in the local region. Registration and full breakfast buffet begin at 7:30 AM including network opportunities for all attendees. The program officially commences at 8:30 AM.

We normally feature 3 speakers per conference covering a variety of topics pertinent to the real estate and business communities. The closing speaker is Dr. Mark Schniepp of the California Economic Forecast, who presents the current state and future outlook of the local economy. Conferences are scheduled to adjourn at 10:45 AM.

Forecast Publications

The California Economic Forecast publication of approximately 100 pages is distributed to each conference attendee. The report is a comprehensive analysis of the local county or regional economic and real estate environment. After the conference, the publication can be purchased for \$95. The report is available by hard copy or downloadable as a PDF file.

The report contains detailed information on the current state of the local economy in the form of data tables, charts and expert written commentary. Chapters of concentration that are always included in the publication include residential real estate, commercial real estate, labor markets, demographics, new residential and commercial development, the recent direction of interest rates, and quality of life indicators. Other relevant information is presented as areas of economic interest emerge over time.

2011 Conference Schedule

February 2011

Ventura County

March 2011

Santa Barbara County

April 2011

North LA County

May 2011

San Diego County (with UCLA)

September 2011

Ventura County

Santa Barbara County

October 2011

North Santa Barbara County

Orange County (with UCLA)

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Sponsorship



*Santa Barbara County
North Los Angeles County
North Santa Barbara County
Ventura County*

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Sponsorship

You are invited to become a partner in our forecast conferences. Each semi-annual conference is attended by 300-400 people, most of whom are local business, real estate, and civic leaders. Our sponsors receive name recognition in all conference literature and at the event itself, preferential conference seating, and a 100-plus page report on the economy of the local area. The publication also includes sponsor logo's and a camera ready ad.

You will gain immediate access to updated local, state and national forecasts, and marketing and networking opportunities with the most important decision makers in your community.

We invite you to join over 100 organizations who are current or past conference sponsors.

Conference Sponsorship Levels and Benefits

<i>Benefits</i>	<i>Host</i>	<i>Lead</i>	<i>Corporate</i>	<i>Conference</i>
Amount	\$10,000	\$6,000	\$3,600	\$1,900
Corporate Banner displayed	Yes	No	No	No
Recognition on Front Cover of Publication	LOGO	LOGO	No	No
Ad Space in Publication	Inside Cover	Yes	Yes	Yes
Recognition Onsite	LOGO	LOGO	LOGO	LOGO
Recognition on Invitation	LOGO	Listing	Listing	Listing
# Conference Admissions	40	30	20	10
Sponsor Dinner Invitations	4	3	2	1

For more information, call the California Economic Forecast at (805) 692-2498

California Economic Forecast

The California Economic Forecast was founded in 1989 by Dr. Mark Schniepp, then director of the UCSB Economic Forecast Project.

The company develops real estate and economic forecasts for Ventura County, the Santa Clarita Valley, the Antelope Valley, San Luis Obispo City, Santa Barbara County, and the Santa Maria Valley.

The firm prepares the annual Orange and San Diego County Economic Outlooks together with the UCLA Anderson Forecast. Findings from all of these reports are regularly presented at public conferences in October and May of each year.

Annual economic forecasts are prepared for the California Department of Transportation, the California Association of Realtors, Kaiser Permanente, and the Irvine Company.

Past Economic Forecast Conference Presenters



Tom McClintock
Congressman,
California 4th District

"Legislative Issues in California"



Sung Won Sohn
Economist and
Professor,
CSU Channel Islands

"The U.S. Economic Outlook"



Chris Thornberg
Principal
Beacon Economics

"The U.S. and California Economic Outlook"



John Chiang
State Controller,
State of California

"California's Cash Crisis: How do we resolve it?"



Jim Goldberg
President,
Goldberg Investment
Advisors, Inc.

"The Outlook for the U.S. Economy and Capital Markets"



Terry Paulson
Psychologist,
Columnist, Author

"Make Change Work"



John Burns
Founder,
John Burns Real
Estate Consulting

"Homebuilder Strategies for 2007 and 2008"



Jerry Nickelsburg
Senior Economist,
UCLA
Anderson Forecast

"The U.S. and California Economic Outlook"