

**For Immediate Release**

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**ULI Orange County/Inland Empire presents Leadership Program for  
Planned Communities & Urban Infill-Winter 2012**  
***10-Session Course features 19 Leaders in the Community Development  
and Housing Industry***

IRVINE, Calif., (Jan. 12, 2012) – ULI Orange County/Inland Empire, and John Martin, Martin & Associates, bring together 19 of Southern California’s most influential leaders in the community development and homebuilding industry for a unique, powerful and relevant learning experience through the Leadership Program for Planned Communities & Urban Infill. The program takes place over 10 sessions from January 25 through March 28. [Register online](#) or call 1-800-321-5011 to register by phone. Find more information at [www.orangecounty.uli.org](http://www.orangecounty.uli.org).

Speakers such as **Larry Webb**, President and CEO of The New Home Company; **Bert Selva**, President and CEO, Shea Homes; **Adrian Foley**, President, Brookfield Homes, **Scott Stowell**, President and CEO, Standard Pacific; and **Randall Lewis**, Executive Vice President, Lewis Operating Corp. will engage in a dialogue about ways they’ve altered their business plans to adjust to today’s market, and what they see for the future.

“The market has fundamentally changed, but we can return to success and prosperity by inventing the future with vision and creativity,” said John Martin, Principal of Martin Associates, program leader and moderator. “ULI is presenting this program for a third time, and we are very fortunate to have these prominent leaders share lessons learned in past cycles and how they are adjusting to the new drivers of demand in this decade in order to prosper in the future.”

Additional value for participants is the networking possibilities. They have the opportunity to engage with industry leaders who have a history of leading change and creating a vision and solutions to accelerate the recovery in a housing recession. In addition, group projects envisioning solutions for future communities enable participants to combine complementary skills and to work in collaboration. Past participants state that the content and format of the program provided a rich and valuable experience that exceeded their expectations.

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The Leadership Program in Planned Communities and Urban Infill covers a wide variety of subjects related to the planning, development, financing, marketing, and management of planned communities and urban infill projects from the 1960s to the present day. The history and evolution of Mission Viejo, Irvine Ranch Villages, Rancho Santa Margarita, Valencia, Ladera Ranch, and other communities are featured. The vision and current planning for Rancho Mission Viejo, the Great Park, Villages on the Irvine Ranch, and infill projects are also presented.

Guest speakers share lessons learned, successes as well as failures, and their vision and plans for the future. Subjects covered include: trend analysis, demographic projections, consumer preferences, visioning process, market driven strategic planning, goal setting, market targeting and positioning, development and village phasing strategies, financial analysis, land value optimization, residential product design, neighborhood crafting, community and product case studies, and the future of planned communities and infill projects.

The extensive speaker list features the most accomplished leaders of community development and homebuilding in Orange County, the Inland Empire, and Los Angeles County, including:

- Larry Webb, President and CEO, The New Home Company
- Tom Martin, Vice President, FivePoint Communities
- Randy Jackson, President, The Planning Center
- Gary Hunt, Managing Partner, California Strategies
- Mark Buckland, Chief Executive Officer, City Ventures
- Melinda Masson, Founder, Merit Property Management
- Adrian Foley, President, Brookfield Homes
- Carina Hathaway, Vice President Marketing & Sales, Brookfield Homes
- Randall Lewis, Executive Vice President, Lewis Operating Corp.
- Mike LeBlanc, Senior Vice President of Entitlement, The Irvine Company
- Scott Stowell, President and CEO, Standard Pacific
- Bert Selva, President and CEO, Shea Homes
- Jeff Roos, Regional President, Western Region, Lennar
- Steve Kellenberg, Vice President, AECOM
- Paul Johnson, Senior Vice President, Rancho Mission Viejo
- Mollie Carmichael, Principal, John Burns Consulting
- Mario Turner, Vice President Development, AMCAL Multi Housing, Inc.
- Victor Van Zandt, Director, Irvine Campus Housing Authority
- John Martin, Principal, Martin & Associates

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The Urban Land Institute ([www.uli.org](http://www.uli.org)) is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the ULI has more than 30,000 members worldwide representing all aspects of land use and development disciplines. The ULI Orange County/Inland Empire ([orangecounty.uli.org](http://orangecounty.uli.org)) is one of 66 district councils, with over 900 members, making it among the ten largest district councils in the world.