



Orange County/Inland Empire

WINTER 2012 LEADERSHIP PROGRAM FOR THE PLANNING, DEVELOPMENT, FINANCING, MARKETING, AND MANAGEMENT OF PLANNED COMMUNITIES AND URBAN INFILL PROJECTS

PROGRAM SCHEDULE

SESSION	DATE	TOPICS/SPEAKERS	MODERATOR: JOHN MARTIN
1.	1/25/12	<u>INTRODUCTION AND PROGRAM OVERVIEW</u> <u>BIG IDEAS & BOLD VISIONS/10 PRIMARY LESSONS LEARNED IN HOUSING CYCLES, COMMUNITY DEVELOPMENT, AND RESIDENTIAL DESIGN/50 YEARS IN 50 MINUTES</u> <u>CREATING MULTI-GENERATIONAL LIVING ENVIRONMENTS</u> SPEAKERS: JOHN MARTIN, PRINCIPAL, MARTIN & ASSOCIATES RANDY JACKSON, PRESIDENT, THE PLANNING CENTER	
2.	2/1/12	<u>THE BIG PICTURE: PUBLIC POLICY, ENVIRONMENT, REGULATIONS, ENTITLEMENT STRATEGIES, AND THE FUTURE PUBLIC HOMEBUILDER STRATEGIES/2012 & BEYOND, BUILDING IN MASTER PLANNED COMMUNITIES</u> SPEAKERS: GARY HUNT, MANAGING PARTNER, CALIFORNIA STRATEGIES LLC SCOTT STOWELL, PRESIDENT AND CHIEF EXECUTIVE OFFICER, STANDARD PACIFIC	
3.	2/8/12	<u>THE RECOVERY CONSUMER: LESSONS FROM THE RECESSION</u> <u>MISSION VIEJO, HARBOR VIEW HOMES, WOODBRIDGE, AND RANCHO SANTA MARGARITA</u> <u>PROGRAM PROJECT DISCUSSION AND NETWORKING</u> SPEAKERS: TERI SLAVIK-TSUYUKI, SENIOR VICE PRESIDENT AND CHIEF MARKETING OFFICER, NEWLAND JOHN MARTIN, PRINCIPAL, MARTIN & ASSOCIATES VICTOR VAN ZANDT, DIRECTOR, IRVINE CAMPUS HOUSING AUTHORITY	
4.	2/15/12	<u>THE NEXT GENERATION OF HOUSING AND URBAN INFILL</u> <u>COMMUNITY MANAGEMENT, SOCIAL DESIGN, AND THE FUTURE OF PLANNED COMMUNITIES</u> SPEAKERS: MARK BUCKLAND, CHIEF EXECUTIVE OFFICER, CITY VENTURES MELINDA MASSON, FOUNDER, MERIT PROPERTY MANAGEMENT	
5.	2/22/12	<u>INNOVATIVE RESIDENTIAL PRODUCT TYPES AND URBAN INFILL DEVELOPMENT</u> <u>MULTI-FAMILY AND AFFORDABLE HOUSING</u> SPEAKERS: ADRIAN FOLEY, PRESIDENT, BROOKFIELD HOMES CARINA HATHAWAY, VICE PRESIDENT MARKETING & SALES, BROOKFIELD HOMES MARIO TURNER, VICE PRESIDENT, URBAN DEVELOPMENT, AMCAL MULTI-HOUSING	
6.	2/29/12	<u>VISIONARY LEADERSHIP AND MASTER PLANNED COMMUNITIES 2020</u> <u>THE GREAT PARK, VALUE-ADDED PLACE-MAKING, AND MARKET DRIVEN PRODUCT DESIGN</u> SPEAKERS: RANDALL LEWIS, EXECUTIVE VICE PRESIDENT, LEWIS OPERATING CORP. TOM MARTIN, VICE PRESIDENT, STRATEGIC MARKETING, FIVEPOINT COMMUNITIES	
7.	3/7/12	<u>PERSPECTIVE: THE PAST, PRESENT, AND FUTURE, INVENTING THE FUTURE WITH VISION AND CREATIVITY</u> <u>IRVINE RANCH VILLAGES, WOODBURY, AND IRVINE COMPANY HOMEBUILDING INITIATIVES 2010-2012</u> SPEAKERS: LARRY WEBB, PRESIDENT AND CHIEF EXECUTIVE OFFICER, THE NEW HOME COMPANY MIKE LEBLANC, SENIOR VICE PRESIDENT OF ENTITLEMENT, THE IRVINE COMPANY	
8.	3/14/12	<u>VISIONARY LEADERSHIP, CREATIVITY, INNOVATION, AND CAPITAL MARKETS</u> <u>THE HISTORY OF PLANNED COMMUNITIES, LADERA RANCH, GREEN, INTERNATIONAL WORK</u> SPEAKERS: BERT SELVA, PRESIDENT AND CHIEF EXECUTIVE OFFICER, SHEA HOMES STEVE KELLENBERG, VICE PRESIDENT AND PRINCIPAL, AECOM	
9.	3/21/12	<u>LADERA RANCH, THE RANCH PLAN, AND BUILDER PROGRAMS</u> <u>CONSUMER TRENDS AND FUTURE DEMAND DRIVERS - PLANNED COMMUNITIES, ACTIVE ADULT, AND INFILL</u> SPEAKERS: PAUL JOHNSON, SENIOR VICE PRESIDENT, RANCHO MISSION VIEJO MOLLIE CARMICHAEL, PRINCIPAL, JOHN BURNS CONSULTING	
10.	3/28/12	<u>VISION TO REALITY, MULTI-GENERATION HOUSING SERVES A NICHE MARKET</u> <u>PROGRAM SUMMARY AND PERSPECTIVE: THE PAST, PRESENT AND FUTURE</u> <u>PROGRAM PROJECT PRESENTATIONS/COURSE COMPLETION CELEBRATION</u> SPEAKERS: JEFF ROOS, REGIONAL PRESIDENT, WEST REGION, LENNAR RANDY JACKSON, PRESIDENT, THE PLANNING CENTER JOHN MARTIN, PRINCIPAL, MARTIN & ASSOCIATES	

LOCATION: MERIT PROPERTY MANAGEMENT 1 POLARIS WAY, STE 100, ALISO VIEJO CA 92656

DATE: JANUARY 25 TO MARCH 28, 2012 WEDNESDAY EVENINGS TIME: 6:00-9:00 PM