

ULI Inland Empire

81520808

ANNUAL SPONSORS

PRINCIPAL SPONSORS:

Lewis Operating Corp.
PFF Bank & Trust
SunCal Companies
The Garrett Group

CORPORATE SPONSORS:

Architerra Design Group
City of Hesperia
Iger & Associates
Government Interface Consultants
Burke, Williams & Sorensen
The Planning Center
Stewart Title of California
Forest City Development
Redevelopment Agency of the
City of Corona

PATRON SPONSORS:

Diversified Builders Services
William Hezmalhalch Architects
David Evans & Associates
Michael Brandman Associates
Project Design Consultants

The Coachella Valley: *The Last Urban Frontier?*

The Coachella Valley is evolving from its roots as a desert retreat for affluent “snow birds”, into a dynamic economically diverse quasi-urban area. This transition is not without its challenges. These include revisiting public policy in areas such as land use planning, environmental standards, transportation and housing, to mention but a few. Currently this transformation is being impacted by a major melt-down in the Valley’s housing market driven by over development and the sub-prime mortgage crisis.

Please join us on Wednesday, November 7, 2007 and hear the views on these and other related issues from experts in both the public and private sectors. Our keynote speakers are Dr. Christopher Thornberg, president of Beacon Economics and former senior researcher with the authoritative UCLA Anderson Economic Forecast, and Mark Pisano, Executive Director of Southern California Association of Governments (SCAG).

Make your reservations now for this important event!

DATE: Wednesday, November 7, 2007
8:00 am – 2:00 pm

LOCATION: The Westin Mission Hills Resort
71333 Dinah Shore Drive
Rancho Mirage, CA 92270
(760) 328-5955

SPONSORED BY:

JMBM | Jeffer Mangels
Butler & Marmaro LLP

FORMA

TODD
ECKENRODE
Origins
GOLF DESIGN

ULI INLAND EMPIRE
(866) 390-4788
www.inlandempire.uli.org
coordinator@inlandempire.uli.org

ULI-URBAN LAND INSTITUTE
1025 Thomas Jefferson Street, N.W.
Suite 500 West
Washington, D.C. 20007-5201
Phone: 800-321-5011
www.uli.org



THE COACHELLA VALLEY: *The Last Urban Frontier?*

PROGRAM

8:00 AM	REGISTRATION & CONTINENTAL BREAKFAST
8:30 AM	WELCOME & INTRODUCTIONS JOHN POTTS, Vice-President The Garrett Group Chair, ULI Inland Empire
8:45 AM	KEYNOTE – DR. CHRISTOPHER THORNBERG, PRESIDENT, Beacon Economics <i>“Assessing Global Economic Realities – The Coachella Valley Through The Looking Glass”</i>
9:45 AM	BREAK
10:00 AM	PANEL 1 - <i>“Economic Realities – View From The Ground-Up”</i>
11:00 AM	BREAK
11:15 AM	PANEL 2 - <i>“Coachella Valley Housing – Another Boom/Bust Cycle?”</i>
12:30 PM	LUNCH
1:30 PM	LUNCHEON KEYNOTE – MARK PISANO, EXECUTIVE DIRECTOR, Southern California Association of Governments (SCAG)
2:00 PM	ADJOURN

MORNING KEYNOTE SPEAKER

DR. CHRISTOPHER THORNBERG, President
Beacon Economics

PANEL 1

MODERATOR

PATRICK O'REILLY, President
O'Reilly Public Relations

PANELISTS

MARVIN ROOS, Director of Design Development
MSA Consulting, Inc.

DR. NORM KING, Director,
Leonard Transportation Center
California State University, San Bernardino

KIM McNULTY, Consultant
Coachella Valley Economic Partnership (CVEP),
Career Pathways Institute

MALCOLM WEISS, Partner
Jeffer, Mangels, Butler & Marmaro, LLP

LUNCHEON KEYNOTE SPEAKER

MARK PISANO, Executive Director
Southern California Association of Governments (SCAG)

PANEL 2

MODERATOR

DAVID WAITE, Partner
Jeffer, Mangels, Butler & Marmaro, LLP

PANELISTS

JOHN SHUMWAY, Principal
The Concord Group

RAY OSBORNE, President
Marketing 365

TOM REIMERS, Executive Vice President
O'Donnell/Atkins

MARIO GONZALES, President/CEO
GHA Companies

REGISTRATION FORM

COACHELLA VALLEY: THE LAST URBAN FRONTIER?



ULI Inland Empire
District Council Meeting
#81520808

NOVEMBER 7, 2007 • THE WESTIN MISSION HILLS RESORT

Four Easy ways to register:

ONLINE	www.uli.org/register (Credit card payment only)	PHONE	1-800-321-5011 (Credit card or check payment)
FAX	1-800-248-4585 (Credit card or check payment)	MAIL*	ULI Inland Empire Department 304 Washington, DC 20055-0304 (Credit card or check payment)

*If you are going to mail in your registration, you must first call it in to ensure a prepared name badge.

ULI Member ID#	_____				
Name Informal	_____	Name for Badge	_____		
Title	_____				
Company	_____				
Address	_____				
City/State/Zip	_____				
Telephone	_____	Fax	_____	E-mail*	_____

* E-Mail is Required in Order to Receive a Confirmation by next business day. For Multiple registrations, please duplicate this form.

Registration Type & Fees:

(Please check appropriate box)

	Member	Non-Memb
Private	<input type="checkbox"/> \$85	<input type="checkbox"/> \$125
Public Sector	<input type="checkbox"/> \$75	<input type="checkbox"/> \$115
YLG	<input type="checkbox"/> \$65	<input type="checkbox"/> \$105
Student	<input type="checkbox"/> \$55	<input type="checkbox"/> \$95
Media	<input type="checkbox"/> Free	

\$10 extra @ door

- Sponsors please email info to
coordinator@inlandempire.uli.org
- Send me ULI Membership information

REGISTRATION DEADLINE:

Wednesday, October 31, 2007

ONLINE REGISTRATION DEADLINE:

Friday, November 2, 2007, 12:00 pm

Payment Methods: (Please check the box indicating your method of payment)

CHECK: Make Checks Payable to ULI Inland Empire

CREDIT CARD:

Indicate credit card:

Visa Mastercard AMEX

Diners Club Discover

Card Number: _____ Exp. Date: _____

Name on the card: _____

Cardholder Signature: _____



If payment has not been received prior to the registration deadline date, a credit card guarantee will be required on site. No credit card charges will be processed if payment is received within 1 week of the meeting date.

REFUND requests must be submitted in writing no later than the date of the registration deadline; refund requests will not be accepted after this date.
Fax requests to 202-624-7147

#81520808