

# 2007 **SAN FERNANDO VALLEY** **ECONOMIC SUMMIT**

## Program Agenda

- 7:00 am**      **Registration, Exhibitor Exposition & Continental Breakfast**
- 8:00 am**      **Welcome & Introduction**  
**David Fleming, Chairman**  
**Economic Alliance of the San Fernando Valley**
- Dr. Harry Hellenbrand, Provost and Vice President**  
**California State University, Northridge**
- Title Sponsor Acknowledgement**  
**Van Nuys Los Angeles World Airports**
- 8:35 am**      **National Economic Forecast**  
**Lewis S. Alexander, Chief Economist**  
**Citigroup**
- 9:15 am**      **CSUN San Fernando Valley Economic Forecast**  
**Dr. Daniel Blake, Director Economic Research Center**  
**California State University, Northridge**
- 9:40 am**      **Exhibitor Exposition Break**
- 10:00 am**      **Introduction**  
**Dr. Donald Bleich, Director Center for Real Estate**  
**California State University, Northridge**
- San Fernando Valley Real Estate Outlook**  
**Jonathan Weiss, Senior Investment Associate**  
**Marcus & Millichap**
- 10:25 am**      **Emerging Trends – Session 1**
- **Debt and Equity for Real Estate: Small, Medium and Large – Pick Your Spot**
  - **Tax and Equity Optimization Structures**
  - **A Conversation with Commissioner Jeff Davi**
  - **Key Industry Outlook**
- 11:25 am**      **Focusing on the Product – Session 2**
- **The Trends “Green” Construction**
  - **2007 Apartment Market Outlook**
  - **Office & Industrial: Single Digit Vacancy, Is There Room to Grow**
  - **International Trade**
- 12:15 pm**      **Exhibitor Exposition Break**
- 12:35 pm**      **Luncheon and Keynote Speaker**  
**Nolan Bushnell – CEO & Founder**  
**uWink**