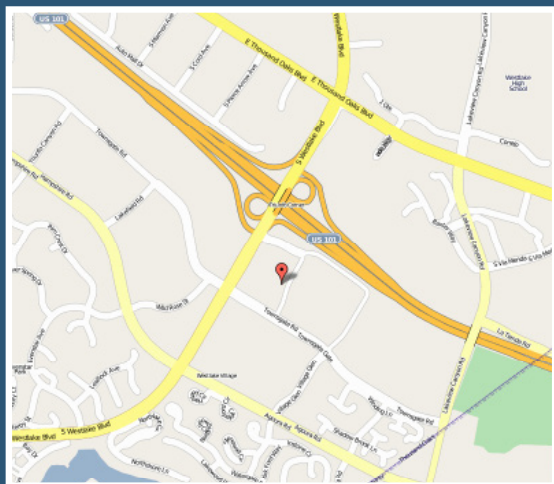


## Location

Hyatt Westlake Village  
880 S. Westlake Boulevard  
Westlake Village, CA 91361



## Registration

The registration fee is \$125 through September 2nd, and \$150 thereafter, available at the door. Registrants who do not attend should request conference materials by mail.

Conference registration includes breakfast, conference materials, and the 100 page publication on the 2016 Economic Outlook for Los Angeles and Ventura Counties.

There are several ways to register:

- Online at <http://www.forecastconference.info>
- By phone at (805) 692-2498



# 2016 ENTREPRENEUR ECONOMIC FORECAST

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**Stephen Basham**

*Senior Market Analyst  
Costar Group*  
“CoStar Market Analytics  
National Economic and  
Multifamily Outlook”



**Eric Bergh**

*Manager of Resources  
Calleguas Municipal  
Water District*  
“Delta or Desalination?...  
Securing Ventura County’s  
Water Resource Future”



**Mark Schniepp, Ph.D.**

*Director  
CA Economic Forecast*  
“Economic Outlook for  
Los Angeles and Ventura  
Counties”

- Steve will address the U.S. outlook and the direction of the regional multi-family market in 2017.
- Eric will discuss water availability and strategies for future crises. Will water constrain business conditions next year?
- Mark will present the expanded outlook for Southern California. Where is Ventura County, Los Angeles County and the rest of Southern California headed in 2017? Has commercial real estate peaked in these markets?

**Thursday, September 8, 2016**

Hyatt Westlake

Registration: 7:30 am | Program: 8:20 am | Adjourn: 10:45 am

For more information call (805) 692-2498

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## Ron Golden

V.P./Ventura County Manager, Fidelity  
National Title, Moderator



Moderator Ron Golden presides over this lively economic forecast conference leading discussions into key areas of interest for Entrepreneurs and Business Leaders.

## SPEAKERS

### Stephen Basham, Senior Market Analyst at CoStar Group

*"CoStar Market Analytics National Economic and Multifamily Outlook"*

Steve Basham is a Senior Market Analyst for the CoStar Group, specializing in the Los Angeles multi-family market. Mr. Basham has researched Commercial Real Estate for the CoStar Group for more than a decade, focusing on Western and Central markets including Los Angeles, Silicon Valley, Dallas/Fort Worth, Salt Lake City, and Detroit. He has authored more than 30 reports on the Los Angeles apartment market, with an emphasis on targeted, granular analysis of submarkets and micromarkets. Mr. Basham also works with CoStar's Portfolio Strategy group to develop National, metro-level, and submarket-level apartment forecasts.

### Eric Bergh, Manager of Resources at Calleguas Municipal Water District

*"Delta or Desalination?... Securing Ventura County's Water Resource Future"*

Eric Bergh is the Manager of Resources for the Calleguas Municipal Water District in Thousand Oaks, California and has been with the District since 1991. Among other duties, his responsibilities include oversight of environmental planning activities related to the district's capital improvement program, information technology systems, new development programs, legislative and public affairs, and drought response and conservation. Eric is a graduate of California Polytechnic State University, San Luis Obispo and a life-long resident of Camarillo.

### Dr. Mark Schniepp, Ph.D. Economist and Director of the California Economic Forecast

*"Economic Outlook for Los Angeles and Ventura Counties"*

Dr. Schniepp provides economic forecasts for Caltrans, Kaiser Permanente, Blue Shield, the California Association of Realtors, and the SoCal Association of Governments, as well as Ventura, Los Angeles, Santa Barbara, Orange, and San Diego Counties. He has been a consulting economist to many private companies including the Irvine Company, Newhall Land, and Exxon Mobil.

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Learn how to take your company and business ventures to the next level with sage advice from renowned business leaders and entrepreneurs.

- Get real and invaluable insight on the current and future business cycle and how it will affect your business investing and planning.
- Gain a better understanding of the likelihood of an economic slowdown.
- Obtain detail insight and analysis on the Southern California commercial real estate and multifamily investment market.
- Hear forecasts of interest rates, inflation, and the potential path of monetary policy.
- Understand the current state of the drought, and what you need to know about its impact on California.
- Get key insight on the Ventura County and Los Angeles County economic setting and the 2017 outlook.

