

2nd Annual

Valley Real Estate and Economics Conference

Wednesday, June 4th, 2008

7:30am to 5:00pm

Modesto Centre Plaza, Modesto, CA

Lifetime Achievement Awards: Bright Lights and the Real Diehl

Calvin Bright, Bright Development

Ken Diehl, The Diehl Companies

\$60.00 includes breakfast and lunch

Department of Real Estate CE Credit – 7 hours

For Tickets:

Email cvreconference@endsleycapital.com

or call (209) 521-8111

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Tentative Agenda

The Economic and Real Estate Forecast

An economic storm is upon us. How long and how severe it will be is not clear. We will discuss what the economic outlook is for the remainder of the year.

Keynote Address: The Real State of Real Estate in the Valley

Craig Lewis, President/CEO, Prudential California Realty – Prudential Commercial Real Estate

The Residential Real Estate Market

History teaches us that in any housing downturn there are opportunities. While it is clear that the residential market is suffering from declining prices and lack of lender liquidity, our panel will discuss the magnitude and duration of the housing market collapse and evaluate how opportunities may be evolving.

Land Development: Developing for Tomorrow

Has development come to a screeching halt? Where are the opportunities in land development in the coming year? Our panel will discuss the state of the development environment in the valley.

LIFETIME ACHEIVMENT AWARD: Bright Lights and the Real Diehl

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The Commercial Real Estate Market

Commercial real estate is showing signs of following the residential market. Our panel will discuss the various factors that are impacting the economy and commercial real estate markets as well as the current state of commercial real estate and what to expect in the next six months.

Economic Development: What Attracts Companies? What's Missing?

The foundation of a robust real estate market is job growth. Our panel of companies who have decided to call the valley home will discuss how to attract and retain employment in our region. How are we ahead? How are we behind?

Lending: Turmoil in the Financial Markets – What's Next?

The subprime market has sent waves through the residential and commercial lending markets. The commercial backed mortgage securities market has evaporated. Where do investors find debt in today's environment. Our panel of lending experts will discuss this and what the future holds