



# 18th Annual LA/OC Market Trends Seminar

APPROVED OREA: 8 HRS CE



January 20, 2011

Cerritos Sheraton Hotel

12725 Center Court  
Drive

Cerritos, CA 90703

Please follow  
the link to  
[Register](#)

**7:30-8:00 am CHECK-IN & CONTINENTAL BREAKFAST**

**8:00-8:15 am WELCOME, OPENING REMARKS & MEMBER MEETING**

Tupper Lienke, MAI 2011 SCCAI President

Chair: Orell Anderson, MAI

**8:15-8:45 am THE ECONOMY - MACRO TO MICRO**

Alfred J. Gobar, Ph.D - CEO - Gobar Associates

**8:45-9:30 am LENDER PERSPECTIVE**

Everett Allen Greer, MAI - CEO - Greer Advisors, LLC

**9:30-10:00 am TENANT OFFICE AND INDUSTRIAL MARKET**

J.C. Casillas - Assistant Vice President - Grubb & Ellis

**10:00 - 10:15 am REFRESHMENT BREAK**

**10:15-11:00 am RETAIL INVESTMENT MARKET**

Richard West, MAI - Director - CBRE

**11:00 - 12:00 pm LOS ANGELES APARTMENT MARKET**

**12:00-1:00 pm LUNCH**

**1:00-2:00 pm THE CALIFORNIA HOTEL MARKET**

Alan Reay - President - Atlas Hospitality Group

**2:00-2:30 pm CURRENT LAND BUYER AND SELLER MARKET**

A. Terrance Dickens - CEO - Dickens Properties, LLC

**2:30-3:00 pm LA-OC OFFICE**

**3:00-3:15 pm REFRESHMENT BREAK**

**3:15-4:15 pm LA - ORANGE INDUSTRIAL MARKET**

Sam Foster - Executive Vice President - Jones Lang LaSalle

**4:15-5:00 pm SOUTHERN CALIFORNIA HOUSING**

Michelle L. Wolkoys - Principal - Meyers Builder Advisors

**5:00 pm CLOSING REMARKS**