

**2012 Ozarks Regional Housing & Construction Conference**  
**HBA of Greater Springfield**  
**Hilton Garden Inn**  
**Wednesday, May 23, 2012**

The housing and construction sectors of the economy are essential for creating jobs and increasing business activity and local economic vitality. The HBA's ***Ozarks Regional Housing & Construction Conference*** provides the private and public sectors with accurate information about the status of the housing and construction industries and practical steps to activate that information for the benefit of individual businesses, the industry and local economies.



The conference is designed for Realtors, Commercial Brokers, Residential Builders, Commercial Contractors, Developers, Lenders, Elected Officials, Government Decision-Makers, Planning & Development Board Members and Related Public Sector Staff.

The 2012 conference will be the 3<sup>rd</sup> year for the event. Attendance is expected to be a highly specialized group of approximately 150 people, following an increase of 29% between years one and two of the event. Feedback and evaluations from participants and sponsors have been very positive for the still new event. Modifications to the event in 2012, based on participant and sponsor feedback, include: 1) compressing the schedule into a half-day event (afternoon only); and 2) filling the program with speakers and topics designed to appeal to the full group of conference attendees (including more full-group networking, rather than specialty-specific breakout groups). And, for the first time, the conference will be in a new, convenient, south-side location, The Hilton Garden Inn on Republic Road.

Following is the planned agenda for the 2012 event:

- |       |  |
|-------|--|
| 11:30 | <b>Registration &amp; Networking</b>   |
| 11:45 | <b>Welcome &amp; Lunch Served</b>  |
| 12:00 | <b>"Setting the Economic Development Stage" – Ryan Mooney, SBDC</b>                  |
| 12:30 | <b>Lunch Keynote – Edsel Charles, Chairman, MarketGraphics Research Group</b>        |
|       | <b>The State of Home Building, Construction Forecast, &amp; 'What to Do Next...'</b> |

Edsel Charles is founder and Chairman of the Board for MarketGraphics® Research Group, Inc., a new home market research company. After building over \$100,000,000 of new single-family homes during the late 70's and 80's, Mr. Charles started MarketGraphics® in 1988. The company has grown to be one of the largest new-home research companies of its type, performing analysis in dozens of major housing markets throughout the U.S. MarketGraphics® tracks more than 19,500 active new home subdivisions,

including more than 400,000 developed lots. The MarketGraphics® database includes history on more than 32,000 additional subdivisions.

**1:30                    Panel Discussion #1 – “We’re All In This Together!”**

**...Exploring Project Opportunities and New Working Relationships.**

Change is here! So are new opportunities and how we work together. This panel discussion will focus on how project teams can happen like never before. Project teams can include....builders, bankers, subcontractors, suppliers, realtors, architects, and more. Name the new type of project, and there’s probably a team that needs to come together.

- Residential Remodeling
- Multifamily
- Light Commercial Construction & Remodeling
- Innovative Design
- Green Building
- Lending & Financial Considerations

**2:15                    Afternoon Keynote – Dr. Mark Ellickson, President, Opinion Research Specialists**

**Presentation of Results of Local Consumer/Home Buyer Preferences Survey**

Founded in 1991, Opinion Research Specialists, LLC has conducted more than 350 projects for a wide range of clients including federal and state agencies, city and county governments, utility companies, public libraries, school districts, community colleges, airports, news media, financial institutions, hospitals and clinics, nonprofit organizations, chambers of commerce, political candidates, and political action committees. Dr. Ellickson is a social scientist thoroughly trained in statistical and survey research methodology with more than 20 years of applied research experience. Dr. Ellickson holds a Ph.D. in Political Science from Southern Illinois University-Carbondale where he was a Morris Doctoral Fellow.

**3:00                    Networking Break (Snacks Available)**

**3:15                    Panel Discussion #2 – “I Have to Do WHAT?! (*Public Policy Changes that Affect You*)”**

- Work Comp / Employment Law
- Mortgage settlement revenues (MO AG)
- Lead Paint Rule Reform
- E-Verify Requirements
- Etc.

**4:00                    Special Web Tool Launch Event**

HBA will introduce its brand new Web Tool for builders, economic developers, consumers and public officials. The tool will provide a comparative analysis of the

startup and regulatory barriers/costs to build or buy a new home in more than 60 southwest Missouri political subdivisions.

4:30      **Next Steps / Takeaways**

5:00      **Adjourn / Cocktails**