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| 7:00am - 7:40am   | Breakfast                                  | Barry Zoeller
Vice President of Corporate Communications
Tejon Ranch Company
“Master of Ceremonies” |
| 7:40am - 7:50am   | Welcome                                    | Barry Zoeller
Vice President of Corporate Communications
Tejon Ranch Company
“Master of Ceremonies” |
| 7:50am - 8:20am   | The State of Kern County’s Economy         | Dr. Abbas Grammy
Professor of Economics
California State University, Bakersfield |
|                   | Dr. Grammy, CSUB Professor of Economics   | Dr. Grammy, CSUB Professor of Economics
Editor and publisher of Kern Economic Journal
will deliver his annual state of the economy address. His research will focus on regional demographic and economic trends as well as quality of life indicators. In addition, he will present results of surveys on consumer confidence and business outlook in Kern County. |
| 8:25am - 8:55am   | Fueling The Local Economy                 | Guardie E. Banister, Jr.
President/CEO
Aera Energy LLC |
|                   | Oil has had a significant impact on Kern County’s economy particularly in light of growing instability among other industry clusters. Will it continue to be a mainstay of growth and expansion in Kern County? |
| 9:00am - 9:55am   | Real Estate Outlook Panel                 | Michael Gottlieb
Editor
California Real Estate Journal |
|                   | Is real estate all bad? Does Kern County offer investment opportunities that other markets do not? Participate in this interactive discussion with industry experts at the crux of real estate activity locally and nationally. |
|                   | Bruce Freeman
President
Castle & Cooke Mainland Communities |
|                   | Kent Foster
National Director
Opus |
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| 9:55am - 10:10am | Break                                                                | Dr. Christopher Thornberg  
Principal/Founder  
Beacon Economics |
| 10:10am - 10:40am | **Peering over the edge: Real estate and the economy in 2008**  
Market attitudes have turned 180 degrees in recent months as irrational optimism has turned to panic driven pessimism. So-how bad (or not bad) is it? Will we have a recession? Are we in one already? What does it mean for my house and my pension fund? | Dr. Christopher Thornberg  
Principal/Founder  
Beacon Economics |
| 10:45am - 11:30am | **- Keynote -**  
**The Economics of People: Understanding Workforce Generations**  
Join noted corporate strategist and futurist Christopher Lee for a fast-paced, entertaining and informative look at each generation. Mr. Lee will highlight generational differences, describe how to avoid generational conflict and illustrate how to get the most out of your workforce. | Christopher E. Lee  
President/CEO  
CEL & Associates, Inc. |
| 11:30am - 11:45am | **CLOSE**                                                             |                                                           |