

Edsel Charles

President & Founder
MarketGraphics® Research Group



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 in the United States. MarketGraphics® clients include builders, developers, banks, utility companies, Realtors, appraisers and city governments. Currently MarketGraphics® is tracking over 19,500 active new home subdivisions, which includes 404,597 developed lots. Additionally, the MarketGraphics® database includes history on over 32,754 subdivisions. In addition to being a consultant to 9 of the top 10 builders in the United States, Mr. Charles has received the following awards: a National Marketing Award from Professional Builder Magazine, the Gold National Award for Marketing for the Parade of Homes, the Builder of the Year Award and top development awards.

PRELIMINARY AGENDA

Full AGENDA to be announced soon.

7:30am - Check In & Breakfast

8:30am - Presentations Begin

10:45 (approx.) - Break

12:00 (noon) - Luncheon with Keynote Speaker

2:30 (approx.) - Break

3:30 - 4:30 - Local Impact of Housing Study



conference o b j e c t i v e

The overall objective of this conference is to provide the private and public sectors with accurate information about the status of the housing and construction industries in a way that helps our region revitalize this important segment of our economy to create jobs, increase business activity and improve sales tax revenue.



OUR MISSION

"The Home Builders Association of Greater Springfield is the voice of construction professionals leading the way to protect and promote the American dream of home ownership."

OUR VALUES

We will accomplish our mission through:

- Promoting ethical business practices,
- Honoring member-driven priorities,
- Educating members and the community,
- Exercising responsible stewardship,
- Serving as a proactive industry advocate,
- Serving as a professional resource for our members and the community,
- Recognizing and motivating our members.

HOME BUILDERS ASSOCIATION
OF GREATER SPRINGFIELD
636 W. Republic Road, D108
Springfield, MO 65807
417-881-3711 • FAX: 417-881-7334
SpringfieldHBA.com



2011 Ozarks Regional Housing and Construction Conference

Wednesday, May 25
7:30 Breakfast and Check In
4:30 Dismiss

Ramada Oasis
Convention Center
2546 N. Glenstone
Springfield, MO



AND REGISTRATION INFORMATION

highlighted presentation

Local Impact of Housing Study

Dr. Elliot Eisenberg - Senior Economist
National Association of Home Builders

highlighted presentations

Local Impact of Housing Study

Dr. Elliot Eisenberg - Senior Economist
National Association of Home Builders



Dr. Eisenberg holds a Bachelors of Arts degree in economics with First Class Honors from McGill University as well as a Master of Public Administration degree and a Ph.D. in Public Administration from Syracuse University. Dr.

Eisenberg is a nationally-renowned speaker on housing and housing related topics including: the economic impact of homebuilding, the unintended consequences of government regulations on house prices, residential fire safety, how to reduce construction risk and boost builder profits using financial derivatives and many other topics. He is the creator of the multifamily stock index and is the author of more than 50 homebuilding industry articles. Dr. Eisenberg is frequently seen on television and heard on radio and his research and opinions have been featured in Business Week, Forbes, Fortune, most national and local newspapers, and in many other publications. At the 2011 HBA of Greater Springfield Regional Housing & Construction Conference,

Dr. Eisenberg will present results of the region's first ever Local Impact of Housing study. The process of developing and building new housing generates substantial local economic activity, including new income and jobs for residents, and additional revenue for local governments. Home building generates income and jobs for local residents, as well as revenue for local governments. Home building also imposes some

costs on local governments that supply education, police and fire protection, and other public services to support the new homes. All of this has been historically difficult to accurately and fully quantify. Now recognized economic models exist to accurately measure the costs and benefits of residential construction to a community. For the first time, these models will be applied to the Springfield-Branson regional market to precisely demonstrate the true economic impact of local home building, and the results will be unveiled at the 2011 Housing & Construction Conference in May 2011.

Kevin L. Kliesen

Business Economist
Federal Reserve Bank of St. Louis



Kevin L. Kliesen is a business economist in the Supervisory Policy and Risk Analysis Unit at the Federal Reserve Bank of St. Louis, which is located in the Bank Supervision and Regulation Division. He writes the Bank's monthly

Report on Economic Activity, an internal report on general economic conditions that is prepared prior to each Board of Directors meeting. He also briefs the Bank president and staff economists on U.S. economic conditions prior to each Federal Open Market Committee meeting. He prepares internal reports on macroeconomic conditions and their implication for monetary policy and bank supervisory policy for internal Bank officers and employees. He writes for: the Regional Economist (a quarterly publication written for a nontechnical audience); the Review (the Bank's peer-reviewed economic journal); and numerous professional journals.

Yes, I want to REGISTER:

Name: _____

Company: _____

Address: _____

Phone: _____ Fax _____

Email: _____

Names of Additional Registrants:

HBA Member Fee*: \$75 • Non-Member Fee: \$125
*Applicable to members of HBA, Greater Springfield and Tri Lakes Boards of Realtors, area Chambers of Commerce members/staff, Springfield Apartment & Housing Assn., Springfield Contractors Assn., and public sector/government staff & officials.

TOTAL # of REGISTRATIONS: _____

TOTAL REGISTRATION FEE DUE: \$_____

You can fax this form to Amanda at 417.881.7334 or detach and return via the mail to HBA office, 636 W. Republic Rd., D108, Springfield, MO 65807. You can also email the information above to amanda@springfieldhba.com.

_____ I have mailed registration and enclosed the course fee(s).

_____ I have faxed registration and am mailing the course fee(s).

_____ I have faxed registration and wish to be called at the phone number listed above to pay by credit card.

Registration deadline: May 20, 2011. Payment must be received prior to conference. Cancellations must be received by May 20, 2011 for a full refund. There will be a charge for cancellations received after that date. Questions? Call Amanda at 417.881.3711.