

# UC SANTA BARBARA ECONOMIC FORECAST PROJECT SAN LUIS OBISPO COUNTY ECONOMIC OUTLOOK 2009

www.ucsb-efp.com | 805-893-5739

**FRIDAY, NOVEMBER 7, 2008**

**7:00 A.M. REGISTRATION & CONTINENTAL BREAKFAST**

**PERFORMING ARTS CENTER, CAL POLY SAN LUIS OBISPO**

Complimentary parking in structure near the Performing Arts Center when arriving by 8:00 AM.

PRESENTED BY UC SANTA BARBARA ECONOMIC FORECAST PROJECT  
IN ASSOCIATION WITH ORFALEA COLLEGE OF BUSINESS, CAL POLY.

PLATINUM SPONSOR: RABOBANK, N.A.

**7:00 A.M. REGISTRATION AND BREAKFAST**

**8:00 A.M. MAGGIE COX.** ADVISORY BOARD CHAIRPERSON AND MODERATOR

WELCOME AND INTRODUCTIONS

**8:15 A.M. JOHN MYERS.** SACRAMENTO BUREAU CHIEF, KQED PUBLIC RADIO

THIS JUST IN: A REPORTER'S PERSPECTIVE ON THE PRESIDENTIAL ELECTION AND ITS IMPACT ON CALIFORNIA AND SLO COUNTY

**8:40 A.M. KIRK LESH, M.A.** REAL ESTATE ECONOMIST, UCSB ECONOMIC FORECAST PROJECT

HOW THE CURRENT WORLD-WIDE CREDIT CRUNCH WILL AFFECT SLO COUNTY REAL ESTATE IN 2009

**9:00 A.M. BREAK**

**9:15 A.M. AB 32: BENIGN NAME/EXPENSIVE IMPLICATIONS:** State Law AB 32, passed in 2006, is a bold effort to reduce greenhouse gases, but the impact on SLO County businesses could be staggeringly expensive. The law's sweeping and unprecedented requirements have businesses struggling to meet a noble goal. Two leading experts tackle the topic in a thought-provoking session.

**TERRY TAMMINEN.** AB 32 AUTHOR & STRATEGIST

THE BILL AND ITS INTENTIONS - A VIDEOTAPED INTERVIEW WITH TIM GALLAGHER

**DAN PELLISSIER.** CAL-EPA DEPUTY SECRETARY FOR ENERGY POLICY COORDINATION

HOW THE LAW WILL WORK

**10:00 A.M. BILL WATKINS, PH.D.** EXECUTIVE DIRECTOR, UCSB ECONOMIC FORECAST PROJECT

BERNANKE, THE NEW ADMINISTRATION, AND SLO COUNTY'S 2009 ECONOMIC OUTLOOK

**11:00 A.M. CLOSING REMARKS**

## Register Now

The registration fee for the Economic Outlook Seminar includes the seminar, continental breakfast, and one copy of the 2009 San Luis Obispo County Economic Outlook. No tickets will be mailed. The fee is non-refundable, and books not picked up at the seminar will be mailed to the address provided below.

The 2009 San Luis Obispo County Economic Outlook publication may be purchased separately for \$106.86 per copy. Price includes tax, shipping & handling.

• \$120 per person by Oct. 31, 2008 \_\_\_\_\_ person(s) @ \$120 = \_\_\_\_\_

• \$135 per person after Oct. 31, 2008 \_\_\_\_\_ person(s) @ \$135 = \_\_\_\_\_

Attendee(s) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Organization \_\_\_\_\_

Telephone \_\_\_\_\_

Email Address \_\_\_\_\_

## Registration by Mail • Fax • Online:

**To register by mail:** please **make check payable** to UC Regents-Economic Forecast Project and **mail** to San Luis Obispo Chamber of Commerce, Economic Outlook Seminar Registration, 1039 Chorro Street, San Luis Obispo, CA 93401. **To register by fax:** fax this form to (805) 543-1255. **To register online:** Visa or Mastercard only, please log on to [www.slochamber.org](http://www.slochamber.org) and select "Event Registration". **For general information,** please call (805) 781-2670, ext. 220. For additional questions, please call (805) 786-2772 or e-mail [lori@slochamber.org](mailto:lori@slochamber.org).

## FEATURED PRESENTERS

**WILLIAM WATKINS, PH.D.** EXECUTIVE DIRECTOR,  
UC SANTA BARBARA ECONOMIC FORECAST PROJECT

Bill Watkins, Ph.D. is the Executive Director of the Economic Forecast Project at the University of California, Santa Barbara. Dr. Watkins was an economist at the Board of Governors of the Federal Reserve System in Washington D.C. where he worked and performed research in the Banking Analysis Section of the Monetary Affairs Division. Dr. Watkins had approximately 19 years of lending experience, mostly in Southern California banks, when he returned to graduate school in the early 1990s. He earned his Ph.D. in Economics at the University of California Santa Barbara.

**KIRK LESH, M.A.** REAL ESTATE ECONOMIST,  
UC SANTA BARBARA ECONOMIC FORECAST PROJECT

Kirk Lesh, M.A., is the newly hired Real Estate Economist for the UC Santa Barbara Economic Forecast Project. In addition to his duties for the Project Mr. Lesh is finishing his Ph.D. dissertation. Mr. Lesh earned his M.B.A. from the University of California, Irvine in 2000 and also holds undergraduate degrees in Finance and Economics from the University of Colorado, Boulder. Prior to graduate school Mr. Lesh worked as a Manager of Finance for several companies in Orange County.

**JOHN MYERS.** SACRAMENTO BUREAU CHIEF,  
KQED PUBLIC RADIO

John Myers' insightful reporting and grasp of California state issues is well known to listeners of "The California Report," produced by KQED Radio and distributed to a statewide audience. Prior to assuming his Sacramento Bureau Chief position in 2003, John held a number of reporting and anchor positions in radio and television, including a post at KSBY-TV. He has been heard on National Public Radio and seen on MSNBC. His deep background in media and proven political savvy make him an astute observer of the day-to-day goings-on in Sacramento. John will bring Sacramento information and analysis to the Central Coast.

**TERRY TAMMINEN.** AUTHOR, LECTURER, POLITICAL  
STRATEGIST AND THE GUIDING FORCE BEHIND AB 32

A senior adviser and confidante of Gov. Arnold Schwarzenegger, Terry Tamminen was a key architect of the strategy that vaulted the movie star into the governor's seat in the historic 2003 recall election. While a member of Schwarzenegger's cabinet, Tamminen, an ardent environmentalist, helped guide AB 32 into law. In 2003, Gov. Schwarzenegger appointed Tamminen as Secretary of the California Environmental Protection Agency and later as Cabinet Secretary, the Chief Policy Advisor to the Governor. In April 2007, Tamminen was named the Cullman Senior Fellow and Director of the Climate Policy program of The New America Foundation. In September 2007 he was appointed as an Operating Advisor to Pegasus Capital Advisors. Terry currently lectures and provides private consulting services to a variety of clients, including several Governor and Canadian Premiers on climate and energy policy. Terry's latest book, Lives Per Gallon: The True Cost of Our Oil Addiction (Island Press), is a timely examination of our dependence on oil and a strategy to evolve to more sustainable energy sources.

**DAN PELLISSIER.** CAL-EPA DEPUTY SECRETARY FOR  
ENERGY POLICY COORDINATION

Dan Pellissier, Cal/EPA Deputy Secretary for Energy Policy Coordination, is public affairs professional with more than 20 years of legislative, regulatory and media relations experience in the public and private sectors. Dan is responsible for developing and coordinating energy policy with environmental groups, the business community and other state agencies. He has managed and supported statewide initiative campaigns on energy regulation, infrastructure financing, tribal gaming and pension reform issues. Dan earned a Bachelors degree in Development Studies from the UC Berkeley Institute of International Studies.

VISA/MC # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_