

Thursday, February 22, 2007

Medinah Shrine Center
550 Shriners Dr., Addison, IL

Presentation 3:00 p.m. - 5:00 p.m.

Reception 5:00 p.m. - 6:00 p.m.

\$116 per first firm member

\$91 per addt'l attendees
from same firm

(see other side for registration)



1841 W. Army Trail Rd.
Addison, IL 60101



2007 Ask the Experts

MARKET FORUM

featuring

- ◆ **David Seiders**, Chief Economist and
Senior Staff Vice President
National Association of Home Builders (NAHB)
- ◆ **Erik Doersching**, Vice Pres. / Managing Partner
Tracy Cross & Associates, Inc.
- ◆ **Chris Huecksteadt**, Director-Chgo. Market
Metrostudy
- ◆ **Steve Hovany**, President
Strategy Planning Associates

Moderated by

Peter Schwartz

CEO

Home Builders Association
of Greater Chicago

Featured Speakers and Topics

■ **David Seiders**, "National and Regional Forecast of Housing and Economic Trends" Chief Economist and Senior Staff Vice President of the National Association of Home Builders (NAHB)

Mr. Seiders is responsible for survey research and analysis of markets for building materials and construction labor, as well as government policies that affect the housing sector of the economy. Mr. Seiders has been with NAHB since 1984. In this capacity, Mr. Seiders writes several regular columns on housing and the economy, and he appears regularly in the print and broadcast media. He has testified before Congress and federal regulatory agencies on monetary and fiscal policy, banking, and housing policy issues. Prior to joining NAHB, Mr. Seiders was an economist with the Federal Reserve.

■ **Erik Doersching**, "Midwest Product Changes and Product Trends by Area" Tracy Cross & Associates, Inc.

Erik Doersching is Vice President and Managing Partner of Tracy Cross & Associates, Inc. The firm is involved in all facets of feasibility, product planning, marketing and business strategy development, and assists builders, developers, and their financial partners to better meet the ever-changing demands of the market-place. The firm continues to represent major Chicagoland developers and builders and their lender partners, as well as numerous other public agencies and governmental bodies.

■ **Chris Huecksteadt**, "Midwest Geographic Housing Trends by Price and Volume" Metrostudy

Chris Huecksteadt is the Director of the Chicago market for Metrostudy, the nation's largest real estate advisory and consulting service. Metrostudy maintains detailed information on over 5,000 developments in the Chicagoland area alone and provides data, analysis, feasibility studies and absorption forecasts for its clients. Metrostudy's Metrosearch software program is an integral tool providing builders, developers and lenders a means to track the housing market both here and nationally.

■ **Steve Hovany**, "General Nature of the Economy and Demographics" Strategy Planning Associates

With over 30 years of experience in Chicago area growth and development both as Chief Planner for Naperville and Director of Planning for Schaumburg, and over fifteen years experience as a consultant to residential home builders, developers, and municipalities, Mr. Hovany is a recognized expert in Chicago area community growth and land development, combining the disciplines of Market Research and Urban Planning.

REGISTRATION

"Ask the Experts" MARKET FORUM
Thursday, February 22, 2007
Medinah Shrine Center, 550 Shriners Dr.,
Addison, IL 60101 • 3:00 p.m. - 6:00 p.m.

Company _____

Name _____

Address (including city, state & zip) _____

Phone () _____

Fax () _____

E-mail _____

Attendees _____

First attendee \$116

_____ add'l attendees @ \$91 each

(please send a list of additional attendees w/registration)

Total # of attendees _____ Total Cost \$ _____

METHOD OF PAYMENT

Check enclosed

Visa MasterCard AmEx

Card No. _____

Signature _____

Exp. Date _____

Please return to HBAGC by February 16*

1841 W. Army Trail Rd.

Addison, IL 60101

Phone: (630) 627-7575 • Fax: (630) 627-7580

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*no cancellations or refunds after February 16, 2007