

2021 LEADER-TO-LEADER FORUM AGENDA

Omni La Costa Resort and Spa // Carlsbad, California

PCBC 2021 *Re-Imagined*

FORUM CHAIR

BERT SELVA
PRESIDENT & CEO
SHEA HOMES

IMMEDIATE PAST CHAIR

ALAN NORRIS
CHAIRMAN & CEO
BROOKFIELD
RESIDENTIAL

Monday, October 4th

Leader-to-Leader participants are invited to join the Monday, October 4th morning sessions at the Land & Capital Conference also held at the Omni La Costa Resort & Spa. Please see session details and times at the end of this agenda.

12:00PM – 1:30PM

Leader-to-Leader Welcome Lunch

1:30PM – 2:00PM

Welcome and Kick Off

Tim Sullivan, Senior Managing Principal, Zonda Advisory
Leader-to-Leader Forum Facilitator

As the Senior Managing Principal of Zonda Advisory, Tim is an expert at analyzing and connecting economic shifts, housing market trends and consumer preferences. His focus is to define how those factors dictate the creation of great homes, communities and places. Tim's client base includes homebuilders, land developers and lenders and he has worked in at least 75 metro areas in the past 10 years.

2:00PM – 2:45PM

Trends and Outlooks: A Housing Update

Ali Wolf, Chief Economist, Zonda

Ali Wolf is the Chief Economist for Zonda, the largest homebuilding prop tech company in North America. As head of the Economics Department, Ali manages and analyzes the content for Zonda, runs special research projects, acts as a go-to advisor for the nation's largest homebuilders, and presents nationwide covering topics across the housing market and wider economy.

2:45PM – 3:30PM

What to Expect Under the Biden Administration

Byron Brown, Senior Counsel, Washington DC, Crowell & Moring LLC

Byron Brown has more than 20 years of experience working at the intersection of law and policy, including as a senior appointee for the U.S. Environmental Protection Agency, a senior counsel for two Congressional committees, and now an attorney and policy advisor for the international law firm Crowell & Moring LLP. Byron advises clients on regulatory and legislative strategies involving the environment, infrastructure development, and transportation. He will discuss what the Biden Administration's climate, environmental justice, and infrastructure plans mean for housing and community development.

3:30PM – 4:00PM

Networking Break

4:00PM – 5:00PM

A Conversation on Conscious Leadership

Moderator: Bert Selva, President & CEO, Shea Homes
John MacKey, Co-Founder & CEO, Whole Foods Market (virtually)

John Mackey, Co-Founder and CEO of Whole Foods Market, has built the natural and organic grocer from a single store in Austin, Texas in 1978, into a Fortune 500 company, which went public in 1992, and was purchased by Amazon in 2017. Mackey has been recognized as one of Fortune's "World's 50 Greatest Leaders," Ernst & Young's "Entrepreneur of the Year Overall Winner for the United States," Institutional Investor's "Best CEO in America," Barron's "World's Best CEO," MarketWatch's "CEO of the Year," Fortune's "Businessperson of the Year," and Esquire's "Most Inspiring CEO."

5:30PM – 7:30PM

Chairman's Reception honoring Bert Selva, President & CEO, Shea Homes and the 2021 Leader-to-Leader Chairman

2021 LEADER-TO-LEADER FORUM AGENDA

Omni La Costa Resort and Spa // Carlsbad, California

PCBC 2021 *Re-Imagined*

FORUM CHAIR

BERT SELVA

PRESIDENT & CEO
SHEA HOMES

IMMEDIATE PAST CHAIR

ALAN NORRIS

CHAIRMAN & CEO
BROOKFIELD
RESIDENTIAL

Tuesday, October 5th

7:30AM – 8:30AM

Leader-to-Leader Breakfast

8:30AM – 9:15AM

Technology Trends for the Built World

Moderator: Tim Sullivan, Senior Managing Principal, Zonda Advisory
Brad Greiwe, Co-Founder and Managing Partner at Fifth Wall

Brad leads the strategic vision at Fifth Wall, the first and largest venture capital firm advising corporates on and investing in Built World technology. Prior to starting Fifth Wall, Brad co-founded Invitation Homes (NYSE: INVH), a multi-billion-dollar owner and operator of single-family rental properties originally backed by The Blackstone Group.

9:15AM – 10:00AM

Session to be Announced

10:00AM – 10:30AM

Electrification in Residential Building

Christopher E. Ochoa, Esq., Senior Counsel – Codes, Regulatory and Legislative Affairs, California Building Industry Association

As policymakers look for ways to curtail the use of fossil fuels, new initiatives are being proposed to address not just how much energy is consumed but also how energy is generated and the types of equipment and appliances installed in a home. Electrification is a strategy for decarbonizing the economy by drawing down the use of fossil fuels in transportation, buildings, and electricity generation. With this type of transition, renewable energy sources are envisioned to continue their growth at utility and community levels, along with an increase in energy storage and expansion of demand management solutions. Explore the policies, costs and challenges of achieving residential building electrification.

10:30AM – 11:00AM

Networking Break

11:00AM – 11:30AM

Where Are We Now and What's Next for the Housing Industry

Moderator: Ken Gear, CEO, Leading Builders of America
Phillippe Lord, CEO, Meritage Homes Corporation
Alan Norris, Chairman & CEO, Brookfield Properties

11:30AM – 12:30PM

Performing Under Pressure

Dr. JP Pawliw-Fry, Emotional Intelligence and Peak Performance Expert,
Co-Author of the New York Times bestseller, *Performance Under Pressure*

For over twenty years, JP's curiosity and passion for helping people manage their emotions has driven his research-based approach (his organization surveys over 38,000 people a month) in developing science-based skills and tools required to build a culture of exceptional leadership. His work with leaders from Fortune 500 companies such as Goldman Sachs, Intel, Coca-Cola and Johnson & Johnson, as well as the US Marines, Olympic athletes and NBA and NFL teams has provided him with considerable opportunities to test his science-based tools in environments of high pressure.

12:30PM – 2:00PM

Leader-to-Leader Lunch

continued on next page...

2021 LEADER-TO-LEADER FORUM AGENDA

Omni La Costa Resort and Spa // Carlsbad, California

PCBC 2021 *Re-Imagined*

FORUM CHAIR

BERT SELVA

PRESIDENT & CEO
SHEA HOMES

IMMEDIATE PAST CHAIR

ALAN NORRIS

CHAIRMAN & CEO
BROOKFIELD
RESIDENTIAL

Tuesday, October 5th

2:00PM – 2:15PM

Special Closing Performance

2:15PM – 3:00PM

Closing Keynote: Let's Deconstruct Racism and Write a Better Future For Us All

Baratunde Thurston, Comedian, Writer and Cultural Critic

As we discuss America's racial reckoning alongside issues of diversity, equity, and inclusion, we shouldn't just think in terms of quotas or grievances. Instead, we should think about stories — the ones we tell ourselves about "us" and the ones we tell ourselves about "them." Baratunde sees an opportunity to tell a story of "we" instead. Through his own story, examples from the real world, and the strategic integration of humor, Baratunde invites audiences to build businesses, organizations, and societies that recognize the value of us all.

3:00PM

Adjourn

Leader-to-Leader participants are invited to join the Monday, October 4th morning sessions at the Land & Capital Conference also held at the Omni La Costa Resort & Spa. Session details and times are listed below:

LAND & CAPITAL CONFERENCE

Monday, October 4th

8:30 AM – 9:30 AM

Economic Outlook

Moderator: Rick Palacios, Jr., Principal - Director of Research, JBREC
Greg Paquin, Founder/President, The Gregory Group

9:45 AM – 10:45 AM

Growth Strategies in an Overheated Market

Moderator: Scott Laurie, CEO, The Olson Company
Andrew Brausa, Managing Director, Brookfield
Tommy Beadel, Co-Founder and CEO, Thomas James Homes

11:00 AM – 12:00 PM

Rightsizing Master-Planned Community Design - Future Design vs Designs of the Past

Moderator: Tom Martin, SVP of Community Development, Newport Pacific Land Company
Malee Tobias, SVP and CMO, Newland
William A. Shopoff, President and CEO, Shopoff Realty Investments, L.P.

12:00 PM

Leader-to-Leader Begins with Welcome Lunch