



## EVENT AGENDA

**#2 LNU & Urban Design & Development**  
**"LNU: What does it look like and how do you build it?"**  
**Friday, April 23, 2004**  
***City of San Fernando, Council Chambers***

- 8:00-8:45**            **Developer's Reception, sponsored by CityHome**
- 8:30-9:00**            **General Registration and Continental Breakfast**
- 9:00-9:05**            **Welcome** by Transportation and Land Use Collaborative Executive Director, **Katherine Aguilar Perez**
- 9:05- 9:20**            **Introduction** by **Mayor Maribel De La Torre** and City Administrator **Jose Pulido** City on San Fernando's redevelopment efforts
- 9:25-10:25**            **First Panel with Dialogue/ Q&A**  
"Emerging Markets, Building to the New Trend"  
*Moderator*-**Rich Lambros**: Building Industry Association, Executive VP;  
*Panelists*-**Mark Alvarez**, CityHome; **Andres Friedman**, Forest City Development; **Bea Stotzer**, New Economics for Women
- 10:25-10:30**            **Break**
- 10:35-11:35**            **Second Panel with Dialogue/ Q&A**  
"What does LNU look like?"  
*Moderator*-**Maribel De La Torre**: City of San Fernando, Mayor; *Panelists*-**James Rojas**, Latino Urban Forum; **Ramon Palos Hernandez**, Quatro Design Group; **Arnulfo Manriquez**, MAAC Project
- 11:50-Noon**            **Conclusion & door prize giveaway**
- 12:10-12:30**            **Optional tour of Library Plaza** with **Aszkenazy Development** and **Ron Ruiz**, Assistant to the City Administrator