

# **NEWS RELEASE**

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## **REAL ESTATE EXPERTS TACKLE TODAY'S HOTTEST BUILDER ISSUES**

### **Experts from La Jolla Pacific Ltd. to Address Unique Risks of Vertical Construction, Cost-effective Green Building at 2007 Builders Show, Feb. 7-10**

ORLANDO, Fla — These are changing times in the nation's housing market, with condominium projects proliferating and more builders looking at "going green." These trends mean builders are searching for smart solutions to minimizing risks in "vertical" (high-rise) construction and achieving cost-effective green-building plans.

Specialists from La Jolla Pacific Ltd., one of the industry's foremost experts in construction risk and quality assurance, will lead important panels addressing these issues at the upcoming 2007 International Builders Show, Feb. 7-10, 2007, at the Orange County Convention Center, Orlando, Fla.

Don Neff, president of the Irvine, Calif.-based firm, will moderate "Maximizing Potential by Minimizing Risk—A Short Course in Vertical Construction," scheduled for Saturday, Feb. 10, from 8:30 a.m. to 10 a.m.

Dan Reeve, vice president of development at La Jolla Pacific, will lead a discussion of "Green Building on Any Budget" also on Saturday, Feb. 10, from 8:30 a.m. to 10 a.m.

Today's condominium building boom presents a different order of risk of construction defect litigation from those in more-familiar suburban subdivisions, according to Neff, and it is important that builders recognize these differences.

Joining Neff to discuss these issues are: Greg Dillion, co-founding partner of prominent real-estate law firm Newmeyer & Dillion LLP; liability insurance expert Mike Hopson, vice president of residential risk, Zurich North America; and Mark Wood, vice president of construction with The Hanover Company, a national developer of multi-family residential properties.

When home builders consider incorporating green-building elements in new projects, the question of cost-effectiveness inevitably arises. What are the most beneficial systems and procedures that will ensure compliance with the growing implementation of green-building initiatives ensure performance and yet maintain a sensible budget?

Scheduled to join Reeve in the discussion will be Jeff Medanich, special projects manager for McStain Neighborhoods, a prominent Colorado-based green builder; Dr. Malcolm Lewis, PE, president of CTG Energetics and internationally known for his expertise in the design of energy-efficient buildings; and Mark Fischer, vice president with The Grupe Company and manager of the company's pioneering LEED-certified Sacramento-area community, Carsten Crossings.

With an extensive background in direct construction experience, La Jolla Pacific Ltd., offers its exclusive Shark Repellent® package of proactive defensive strategies, including third-party peer review and quality assurance services, to single-family, multi-family and commercial builders throughout the Western U.S. The firm also will be exhibiting at the show, in booth S11038. For further information, please visit [www.lajollapacificltd.com](http://www.lajollapacificltd.com), or contact Cassie Cherry at (800) 645-8955, ext. 13.

The International Builders' Show, the housing industry's largest annual light construction trade show and exhibition, is produced by the National Association of Home Builders (NAHB). For more information, please visit <http://www.buildersshow.com/>

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