

# John Martin



## FOUNDER & PRINCIPAL MARTIN & ASSOCIATES

Founder & Principal of Martin & Associates, Market Analyst, Residential Product Programming Specialist and Strategic Planning Consultant to Land Owners, Community Developers and Home Builders. (1996 to present)

Senior Vice President of Residential Real Estate and Strategic Planning for Newhall Land, Owners and Developers of the Valencia Community in North Los Angeles County. (1991-1996)

Corporate Vice President for Marketing at the Irvine Company, Owners and Developers of Multiple Communities and Villages on the Irvine Ranch. (1986-1990)

Land Developer and Homebuilder as Division President and Owner. (1972-1985)

Marketing and Sales Vice President for the Mission Viejo Company, Developer of the 30,000 home Mission Viejo Community. (1968-1972)

Marketing and Sales Vice President for Homebuilders John Lusk, William Lyon, Irvine Pacific and J.M. Peters, with Research, Product Design, Marketing & Sales Responsibilities.

---

### **Presentations & Honors**

Presentations at Community Development and Housing Industry Conferences/Meetings and University Real Estate and Urban Planning Courses including: Urban Land Institute (ULI), Building Industry Association (BIA), National Association of Home Builders (NAHB), Sales and Marketing Council (SMC), 50+ Housing Council, American Planning Associations (APA, CCAPA), Pacific Coast Builders Conference (PCBC), UCLA, USC, UCI, Chapman, Cornell. Creator, Coordinator, Moderator, and Speaker for an Urban Land Institute (ULI) OC/IE Industry Leaders Program on the Planning, Development, Marketing, and Management of Planned Communities, Urban Infill Projects and Residential Design, Fall 2010, Spring 2011, Winter 2012, Fall 2015, Spring 2016, Fall 2016, Fall 2017, and Fall 2018.

- 1970 - First recipient of Tipton Award for Marketing Excellence in Southern California
- 1997 - Legend of Residential Marketing, National Association of Home Builders
- 2008 - Inducted into the California Building Industry Association Hall of Fame
- 2009 - PCBC "Imagining the Future" Grand Award - Creating Multigenerational Living Environments
- 2010 - Legend Award, ULI Community Development Council Spring Meeting, Boston
- 2012 - Featured in Professional Builder Magazine, July 2012, Design Innovation Issue
- 2013 - Keynote Speaker at PCBC Design Trends Forum, 50 Years of Gold Nugget Awards
- 2014 - Created Webinar Series on Innovation in Community Planning and Residential Design
- 2015 - Multiple Presentations on "Looking Back to Look Forward: Learning from the Past to
- 2016 - Invent the Future with Vision & Creativity"
- 2016 - SAGE (Shaping Advancements in Generational Environments) 2016 Person of the Year Award by Building Industry Association Southern California (BIASC) 55+ Housing Council
- 2017 - Lead Off Speaker for new Graduate Course at University of California Irvine Center for Real Estate at Paul Merage School of Business entitled "Practicum in Mixed Use Community Development"
- 2019 - Appointed as Distinguished Executive in Residence at the Center for Real Estate at the Paul Merage School of Business at UCI. Presented a 10-session Graduate Course, "Practicum in Planned Community and Mixed-Use Development."

# Tony Moiso



Anthony R. Moiso is Chairman and Chief Executive Officer of Rancho Mission Viejo. He is responsible for the ranching, farming, planning, development, and financial management of Rancho Mission Viejo. Rancho Mission Viejo manages all activities and operations of the various Rancho Mission Viejo business enterprises.

In 1965, after serving in the U.S. Army, Mr. Moiso joined Mission Viejo Company and began his fifty-five year career as a rancher and developer of large-scale master planned communities. In 1972, when Mission Viejo Company was sold, Mr. Moiso became President of the then 42,000-acre Rancho Mission Viejo.

In 1983, Mr. Moiso established Santa Margarita Company to manage, plan, and continue the development of Rancho Mission Viejo. From 1983 until 1996, Santa Margarita Company was responsible for the master planning and development of the 5,000-acre city of Rancho Santa Margarita and the 1,000-acre planned community of Las Flores.

In 1996, Mr. Moiso founded Rancho Mission Viejo, LLC to plan and to develop the 4,000-acre community of Ladera Ranch and to continue managing, planning, and developing Rancho Mission Viejo's remaining 23,000-acres. In 2013, Rancho Mission Viejo's "Sendero" community opened and was acclaimed by the National Association of Homebuilders, the "U.S. Community of the Year"; and the Orange County Register readers named "Sendero" the "Best New Home Community" of 2014. The Ranch's community of "Esencia" opened in September 2015, was acclaimed 2016 "Master Planned Community of the Year" by the Building Industry Association - Southern California (BIA-SC) as well as "Best New Home Community" by the Orange County Register.

Mr. Moiso's personal involvements down through the years have been many. Presently, he remains a Trustee of the San Juan Capistrano Historical Society and a member of the Board of Directors of the Mission San Juan Capistrano Preservation Foundation. Moreover, he and his wife, Melinda, continue their forty-six year commitment to support the work of the Sisters Devoted to the Sacred Heart and especially to the daily operations of the Heart of Jesus Retreat Center in south Santa Ana.

Mr. Moiso is a graduate of Stanford University. He and his wife, Melinda, live in Newport Beach. The Moisos have four married daughters and thirteen grandchildren.

# Bert Selva

PRESIDENT & CEO  
SHEA HOMES



Bert Selva is president and CEO of Shea Homes, one of the largest homebuilders in America operating in nine states. Shea Homes has consistently been an industry leader in customer and financial metrics, delivering over 3,500 homes and over \$2 Billion in revenue in 2017. Shea Homes was also named one of America's top 50 brands two years in a row by J.D. Power & Associates. Shea Homes was awarded the coveted Builder of the Year Award by Professional Builder Magazine and also named one of America's Best Builders by Builder Magazine.

Bert holds a Business degree from the University of Southern California and an MBA from UCLA and is also fluent in Spanish.

---

## **Bert has been awarded with several prestigious awards, including:**

- "CEO of the Year" by Builder and Big Builder magazines
- Inducted into the California Homebuilding Hall of Fame
- Hearthstone "Humanitarian Lifetime Achievement" award which included a \$100,000 donation to the charity of his choice

## **Bert's involvement on various boards/committees consists of:**

- Executive Committee member for the USC Lusk Center for Real Estate
- Member of the Board of Trustees St. Ignatius College Prep in San Francisco
- Prior Chairman of the Board, HomeAid America, Inc. (building shelters to serve the transitionally homeless)
- National Vice President, MDA (Muscular Dystrophy Association)/Augie's Quest (focused on treatments and cures for ALS/Lou Gehrig's disease)

Bert and his family reside in Newport Beach, California.

# Adrian Foley

PRESIDENT & COO  
BROOKFIELD RESIDENTIAL



As President & COO, Adrian is lending his operational expertise and deeply rooted passion for innovation to help manage Brookfield Properties' development group. Alongside a talented leadership team, he oversees the Land and Housing business and Mixed-used business lines to capitalize on the unique and growing opportunities in the North American market.

Adrian has been an integral part of Brookfield Asset Management's real estate business since 1996, when he joined [then] Brookfield Homes, eventually (in 2011) leading Brookfield Residential's California Operations.

Since, he has held several leadership roles, most recently President & COO of Brookfield Residential – one of the largest land developers and homebuilders in North America and Brookfield Asset Management's flagship residential property company – where he was directly responsible for stewarding operational objectives and implementing strategic initiatives across North America. In January 2019, Brookfield Residential merged its Land and Housing operation alongside its Mixed-use platform as one unified Development group.

Adrian was born and raised in England where he earned a Bachelor of Science degree from the University of Greenwich, London.

# Jon Jaffe

PRESIDENT  
LENNAR



Mr. Jaffe is the President of Lennar Corporation (NYSE:LEN). In 1995, Mr. Jaffe moved to California to lead the company's expansion into that state and the West. He spearheaded efforts to acquire land, other homebuilders and developers including such companies/entities as Bramalea Homes, Pacific Greystone Homes, Coto de Caza, Stevenson Ranch and CalAtlantic Homes. Additionally, he oversees Lennar's acquisition of Mare Island, Hunters Point, El Toro and Treasure Island. These acquisitions helped transition Lennar into the nation's leading homebuilder.

Mr. Jaffe serves as a member of the Board of Directors of Lennar Corporation as well as Five Point Holdings, Opendoor and True Anthem.

He received an undergraduate degree in architecture from the University of Florida and pursued graduate studies in the same field at Georgia Tech University before joining Lennar in 1983.

# Jim Boyd



EXECUTIVE VP & CO-COO  
WESTERN REGION TOLL BROTHERS

Jim Boyd has over 30 years of experience in California and on the East Coast in project management and finance, land acquisition, entitlement processing and homebuilding and has over two decades of experience with Toll Brothers.

He initially joined Toll Brothers in 1983 and remained with the company until 1985. In 1985, Mr. Boyd then launched and directed his own development company and rejoined Toll Brothers in 1993 to oversee the entry of Toll Brothers into the California market.

As Executive Vice President and Co-Chief Operation Officer of the Western Region, Mr. Boyd oversees several divisions with over \$1.5 billion of revenues. His involvement in the industry includes membership on the California Building industry's Board of Directors and Executive Council. Mr. Boyd has a Bachelor of Arts degree from Yale University and a Law Degree from the University of Pennsylvania.

---