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New focus for state of the economy event: Plans announced for Bonita/Estero Market Pulse 2010

Keynote Speaker: Sandra Pianalto, President and Chief Executive Officer, Federal Reserve Bank of Cleveland, Fourth District

BONITA SPRINGS, FL, (October 2, 2009) – With the economy on the forefront of the national agenda, the Bonita Springs Area Chamber of Commerce, in partnership with Florida Gulf Coast University (FGCU), has shifted the focus of Market Pulse from residential and commercial real estate trends to a broader level of understanding the state of our economy. Federal Reserve Bank President and CEO Sandra Pianalto, Fourth District, will be the keynote speaker at the fifth annual Market Pulse event on Thursday, March 25, 2010, 8 a.m. at FGCU's Student Union ballroom. Popular market trend forecaster Bradley Hunter, Director of Metrostudy's South Florida Division, will also make a return appearance.

Sandra Pianalto, President and Chief Executive Officer, Federal Reserve Bank of Cleveland, Fourth District

One of the nation's 12 Federal Reserve Presidents, Ms. Pianalto was appointed Chief Operating Officer in 1993 and has served as President of the Fourth District since 2003. Working directly with Chairman Ben Bernanke, she also serves as an alternate voting member of the Federal Open Market Committee which is responsible for providing direction for the U.S. economy, the House of Representatives and the President of the United States. The Federal Reserve Board is a key component of the U.S. financial system.

Bradley Hunter, National Director of Consulting, Metrostudy

With a diverse background in real estate and economics, Mr. Hunter heads up Metrostudy's efforts in the national consulting arena, particularly focusing on advisory services to the investment community and the development/construction lending community. A graduate of the Wharton School of Business, Hunter has twenty-three years experience in real estate and local market economics, and has authored or directed research on hundreds of market studies. He is a member of the Housing Market Forecast Panel for the Housing Market Report, a national newsletter that reports the forecasts of the top housing economists in the country. Hunter is in charge of Metrostudy's national consulting relationships with the financial services industry (advising hedge funds, private equity funds, and the like). Hunter is a regularly featured speaker at Urban Land Institute conferences and builders' conventions, has been a source on a variety of news broadcasts and recently presented some of his research at Harvard University. In addition to his national responsibilities, Mr. Hunter is in charge of the South Florida division of Metrostudy (12 years in this role), and he advises the majority of the builders, developers, and lenders involved in the South Florida residential market.

"The impact of Market Pulse revolves around the credibility of its speakers and this year it's more important than ever that we have a clear understanding of very specific economic issues," said Nigel P. Fullick of Element Funding, Market Pulse chair.

"President Pianalto will present the overall picture of our economy and what affects it, while Mr. Hunter will again provide economic forecasting and the most current data affecting state and local market trends."

For sponsorship information, call Gabrielle O'Boyle (239) 992-2943 or visit the website www.BonitaSpringsChamber.com.

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