

ATTACHMENT "A"

INFORMATION ON RESPONDENTS **(excerpted pages from submittal packages)**

- Title page of respondent's proposal package (if provided)
- Respondent transmittal letter (if provided)
- Development team description

RFQ submittal:

Heritage Square

Housing and Community Development
City of Pasadena



Nov. 12, 2007
AMCAL Multi-Housing, Inc.





Nov. 12, 2007

Brian Williams, Assistant City Manager
City of Pasadena
100 N. Garfield Ave., Rm. #S228
Pasadena, CA 91101

Re: RFQ - Pasadena Heritage Square

Mr. Williams:

AMCAL Multi-Housing excels in all steps of the complex process of market-rate and affordable housing development, including mixed use, throughout California. We have in-house staff experts in finance, entitlements, community relations, construction and property management.

Our architect, Withee Malcolm, has designed large mixed-use developments in the southern California cities of Azusa, Long Beach, Pico Rivera and Huntington Beach. The firm understands how vibrant pedestrian plazas encourage interaction among residents and creates interesting and attractive public gathering places.

AMCAL leverages public subsidies effectively and controls costs. Our ability to develop projects on time and within budget attracts Fortune 500 investors like SunAmerica Affordable Housing Partners, Hudson Housing Capital, John Hancock Life, Edison Capital, Verizon Capital and Phoenix Realty Group.

Phoenix Realty Group, which will provide equity investment, is one of the first equity providers for medium-entry urban homes in the Los Angeles area and has a successful track record of development.

Tax credits are the crux of financing the senior affordable apartments, and AMCAL has won allocations from TCAC totaling \$300,000,000 since 1998. With those funds, we have developed 19 affordable tax-credit projects with more than 2,000 units in cities that range from San Diego to Sacramento. AMCAL's developments are 100% reserved for very low and low-income households. Last year, AMCAL received the highest collective award in the state - seven developments of 480 units with tax credit allocations of \$80,000,000 and one 4% project that generated \$12,200,000 in tax credits. This equates to 10% of the state's total tax credits allocated in 2006.

Our consistent ability to be awarded 9% tax-credit allocations on the first attempt is one of several reasons why cities select AMCAL as the developer of choice to move projects forward quickly. AMCAL has won RFPs in Los Angeles, Palmdale, Long Beach, Westminster (Orange County) and Bakersfield in recent years. In recent developments, city or county RDA subsidy has ranged from \$20,000 to \$95,000 per unit and covered 11 to 28 percent of costs. It is important to note that tax-credit projects are funded only with substantial local subsidies.

AMCAL's expertise in development and its in-house construction department bring economies of scale and the benefit of pooled, readily-available resources. We do not rely on outside general contractors, which allows us to better control costs. Our efficient construction allows us to typically request less "soft" financing from cities than other affordable developers, and we build in extensive pre-planning to ensure that we meet our schedules. AMCAL General Contractors also has experience with green building, and our developments already include many of your city's desired sustainable elements.

During the last 30 years, AMCAL has built all product types from single-family detached houses to denser urban apartments with underground parking. We always confer with the community to determine the best design for a specific neighborhood, as we will do in Pasadena, and our new developments integrate well and are indistinguishable from market-rate housing. In addition, we confer with the police and security consultants to provide the safest design and security systems.

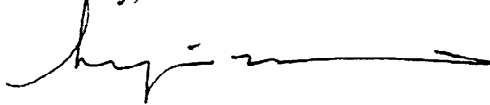
AMCAL's commitment to affordable housing does not end at construction. AMCAL remains an involved owner for the long term, and our strong property management staff and partners specialize in affordable housing and successfully manage 22 communities throughout the state. We always select a property manager with experience in that local area, instead of bringing in a firm from the outside with little local knowledge. AMCAL is also very selective in its choice of social service providers to select and manage the specific services that best match the prospective tenant needs.

AMCAL understands that Pasadena desires community involvement, and we welcome the public outreach process. We have partnered successfully with Los Angeles County, the City of Los Angeles and numerous cities throughout California. We typically meet early in the development process with community groups and neighbors for design input on site planning and exterior aesthetics.

The selection of AMCAL as Pasadena's partner will ensure livable communities that households of all incomes will gladly call 'home'. Together, we can deliver the dream of new homes that will stand proudly for many generations.

If you have questions, please call me or Darin Hansen, Vice President of Forward Planning, at (818) 706-0694.

Sincerely,



Arjun Nagarkatti
Executive Vice President

1. Team Description

A. Development entity

Developer:

AMCAL Multi-Housing
Percival Vaz, President
30141 Agoura Rd., Ste. 100
Agoura Hills, CA 91301-4332
P: (818) 706-0694
F: (818) 889-9158
www.AmcalHousing.com

Contractor:

AMCAL General Contractors
Gerald Pedrow, Senior Vice President
30141 Agoura Rd., Ste. 100
Agoura Hills, CA 91301-4332
P: (818) 706-0694
F: (818) 889-9158
www.AmcalHousing.com

Equity investor:

Phoenix Realty Group
J. Michael Fried, President
145 S. Fairfax Ave., Ste. 401
Los Angeles, CA 90036-2166
P: (323) 936-9699
F: (323) 936-9969
www.PhoenixRG.com

Property management:

Western Seniors Housing
Vicki Clark, President
17748 Skypark Cir., Ste. 225
Irvine, CA 92614
P: (949) 748-8200
F: (949) 748-8220
www.WSHousing.com

Architect:

Withee Malcolm
Dan Withee, AIA, Principal
2251 W. 190th St., Ste. #200
Torrance, CA 90504-6001
P: (310) 217-8885
F: (310) 217-0425
www.WitheeMalcolm.com



B. Team qualifications**i. AMCAL Multi-Housing, Inc.: Developer****a. Track record and experience**

AMCAL Multi-Housing has 28 years of residential development experience across the complete spectrum of affordability (including custom homes, workforce condominiums and affordable apartments). AMCAL's affordable projects have various levels of affordability ranging from 30% to 120% of AMI for rental developments and 80% to 200% of AMI for for-sale developments. The company headquarters is in Agoura Hills in the Los Angeles area, and it has offices in Irvine (Orange County) and Fresno (San Joaquin Valley).

AMCAL is familiar with the development of urban, low- and mid-rise structures that are developed on infill sites in conjunction with transit stations or the civic core, including mixed-use. AMCAL also has experience developing rural/suburban apartments with lower densities, surface parking and more extensive landscaping.

AMCAL has completed and is currently constructing or in pre-development for more than 3,290 affordable and market-rate units throughout California, including the communities of urban Los Angeles and the San Fernando Valley, Maywood, Pomona, Palmdale, Victorville, Coachella, San Diego, Oakland, Sacramento, and Fresno in the San Joaquin Valley. Projects have also been completed in recent years Goleta (Santa Barbara), Ventura, Coachella, Pomona, Los Angeles, Simi Valley. The value of projects recently completed or in development exceeds \$480,000,000.

In addition to affordable rental housing, AMCAL re-entered the workforce for-sale market, an area of expertise earlier in its history. It completed the "Puerta del Sol" condominiums (a mixed-use development with retail and live-work suites) in the Lincoln Heights district of Los Angeles in 2007, and it is in pre-development for the "West Angeles Estates" small-lot houses in South Los Angeles. These workforce housing developments are priced at middle-entry, and buyers can receive subsidized financing, such as "soft second" mortgages, from city and state affordable programs.

AMCAL's reputation for efficiency and integrity precedes it when the company enters new markets. Gabriel Papp, the Deputy Director of Community Development of Coachella, guided the development of AMCAL's Casa Grande affordable apartment project in 2001:

"Our association with AMCAL ... has been outstanding. Their dealings have been highly professional, maintaining high standards and integrity. We would not hesitate to recommend AMCAL to any city."

Development types

In many developments, AMCAL builds urban land parcels that are vacant or has obsolete uses and transforms them into livable residential complexes. AMCAL overcomes many difficult



hurdles, including fragmented land assembly, re-zoning of industrial parcels, demolition and environmental remediation, mixed-use design, parking reductions, inclusion of social services, and multi-layered public and private financial structures to deliver the end product of a community within a community.

Many traditional developers avoid these risks, but AMCAL is often a pioneer that transforms obsolete or vacant sites into new neighborhoods, such as the "Avenue 26 Master Plan" ("Puerta del Sol" condominiums, "Camino al Oro" senior affordable, "Tesoro del Valle" family affordable and "Flores del Valle" family affordable apartments) in the Lincoln Heights district of Los Angeles. This is a 10-acre transit-oriented development adjacent to the new Avenue 26 Gold Line station and has a mixed-use component to help to improve the city's "job-housing" balance.

Former Mayor James K. Hahn and Councilmember Ed Reyes, whose district includes Lincoln Heights, attended the groundbreaking ceremony in 2004. These new homes include live-work, lofts, and flats, and they revitalize and enhance the neighborhood. The sidewalks were improved with new streetlamps, benches and trees, and the frontage design of the mixed-use Puerta del Sol, with retail, live-work space, and lofts, activates the streets with pedestrian usage.

AMCAL also built farm worker housing, which is in undersupply throughout the state, in Coachella, the 81-unit Casa Grande apartments in 2002. AMCAL is currently developing a second project in Coachella, Casa La Paz, based on the success of Casa Grande and with the support of former Mayor and current City Councilman Juan De Lara, who described the City's experience with AMCAL:

"The development was designed in compliance with the City's expectations and was built and has been managed as if it were a completely market rate project. We maintained a good working relationship with AMCAL staff during predevelopment and throughout construction and are pleased that AMCAL built a quality project. The City... hopes to maintain an ongoing relationship with AMCAL."

Community involvement

AMCAL is very experienced in the community input process, which is an important part of our work to help guide the formation of proposed developments. The staff is highly committed to working with local stakeholders and building consensus. This commitment is recognized by our extensive community input process for developments throughout California, including our creative approach to addressing a wide range of issues such as density, height and privacy; architectural style, articulation and building materials; on-site amenities; and parking.

As part of our outreach efforts, AMCAL proactively contacts local residents, community leaders, neighborhood associations, businesses, as well as City staff and other stakeholders. These outreach efforts include invitations to community design workshops to share information, identify concerns and incorporate suggestions into the project concept and design. We also strive



to maintain long-term partnerships with the community, remaining in contact during construction as well as building operations.

The scope, nature and the design of the proposals in this RFQ would be guided by a community input process. AMCAL is fully committed to engaging the community. Following are specific examples of how community support was obtained for three rental housing developments.

In 2003, the Castelar affordable apartments opened with Mayor Hahn and Councilmember Reyes speaking at the Grand Opening. Reyes lauded AMCAL for reviving an underutilized parcel in the historic Chinatown district of Los Angeles, which will create a sense of pride and serve to strengthen the entire community in the future:

“AMCAL obviously understands the difficult and complex financing of such housing, and the company partners with creative architects to design beautiful and practical projects... I consider AMCAL to be a uniquely sensitive and creative development company that considers the complex needs of our diverse community.”

The community outreach for Castelar included several neighborhood organizations within the immediate area, most of whom speak through the “Chinatown Services Center.” The design/development team met several times with individual groups and the Chinatown Services Center during the conceptual and schematic design. Many ideas were generated in these meetings and incorporated into the building design. The massing, articulation, color scheme and landscaping were of particular interest to the groups. The process was a positive experience and resulted in great local support.

All of AMCAL’s affordable projects include community rooms and support services and programs for residents such as adult education services or youth programs, which are in great need for low-income families.

Several AMCAL projects in pre-development have had long community outreach processes. One example of AMCAL’s commitment to working with the community is the Aztec Inn redevelopment in eastern San Diego. The design process with the neighborhood lasted 16 months with 20 community meetings, including the CACC Board and Planning Subcommittee, El Cerrito Community Council, Crossroads Redevelopment PAC, College Area BID. The finished product is a 65-unit mixed-use development with seven affordable condominiums, and it is consistent with the Community Plan to provide higher density mixed-use development on El Cajon Blvd., a major road. The new design produced a better transition to the adjacent single-family neighborhood: The architecture was revised to Spanish/ Mediterranean, a driveway was moved, density was reduced, building articulation was added, a setback was increased, landscaping was increased, onsite recreational facilities were added, and height was reduced.

For the Tesoro del Valle family apartments in Lincoln Heights, an older Los Angeles urban neighborhood, the development was vetted at neighborhood meetings that were facilitated by



Councilman Ed Reyes' office and Chamber of Commerce meetings. The design was inspired by the historic Craftsman architecture of the area, including the nearby single-family homes.

The Las Brisas family apartments in an old South Los Angeles neighborhood, the front exterior is articulated townhouse style with pitched roofs, which meshes with the historic Craftsman architecture of the area. Street-front units have direct access to the sidewalk, to create pedestrian activity on the street and increase public safety through "natural surveillance. AMCAL coordinated with the local City of Los Angeles Council Office, concerned citizens, and the Community Action Committee supported by the local Community Redevelopment Agency. Local residents were hired in construction jobs.

For the Villa Serena family apartments in eastern Los Angeles, AMCAL held several community meetings over a four-month period in conjunction with the Los Angeles County Dept. of Regional Planning and Office of Supervisor Gloria Molina. Spanish interpreters from W.O.R.K.S., a respected Los Angeles affordable housing developer and social services provider, assisted presentations. Design input from the neighbors was incorporated, which resulted in changes to the type and height of fences and pedestrian access points.

At the Portofino Villas in Pomona, the residential is located in the back of the master plan site, and new retail stores were built along the commercial road. The community wished to preserve the street-front area for shopping. A historic winery building is located near the front for an adaptive re-use opportunity as commercial. The outreach process identified the community's desire to preserve a historic winery building that was 'discovered' on the site.

The Los Vientos family apartments in urban San Diego included a 10-month period of collaboration with local Barrio Logan community groups and the Council office. The Castelar apartments in Chinatown included meetings with neighborhood organizations via the Chinatown Services Center in order gain support. Comments from neighbors helped AMCAL to develop a Chinese-style motif with appropriate colors and landscaping.

Reputation

AMCAL projects do not neglect good aesthetics and pleasant design because they are usually reserved for low-income residents. From architecture to materials and amenities such as pools, children's play areas, barbecue areas, open space for recreation and community rooms, AMCAL strives to create affordable projects with a level of quality, livability, and visual interest comparable to market-rate developments. In 2004, AMCAL's Castelar apartments in Chinatown was a co-recipient of the *Downtown News*' "Best Affordable Development," based on its architectural motif and ability to build a dense project sensitively in a historic neighborhood.

Bill Davis, mayor of Simi Valley, complimented AMCAL's Sorrento Villas senior affordable apartments in Wood Ranch in 2002:

"The project represents good design and articulation with materials that are typical in keeping with the look afforded by non-subsidized market-rate apartment



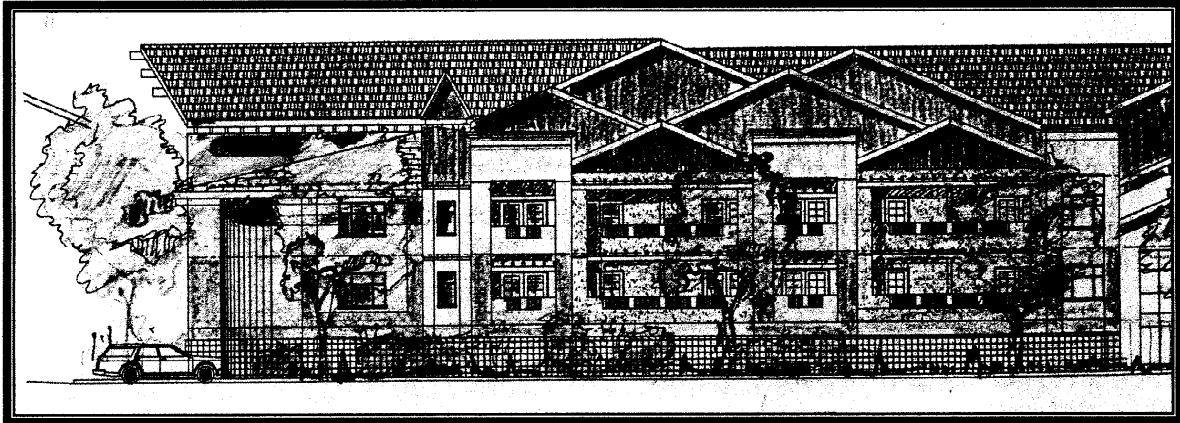
communities... AMCAL's dealings with the City and community-at-large was handled with professionalism and honesty."

In 1998, AMCAL received the National Association of Housing and Redevelopment Officials Award for its Positano affordable apartment community in Santa Barbara County. AMCAL also received the "Elan Award" in seven of nine categories on its market-rate Canyon Cove for-sale development in Oak Park and has received numerous other industry awards over the years.

The Avenue 26 Master Plan, which includes 534 new workforce condominium and affordable apartment homes built on a brownfield site in Los Angeles, was honored with several awards in recent years. These include the National Association of Home Builders' "Innovation in Workforce Housing" award; Multifamily Executive magazine's "Editors Choice" award as project of the year; and the National Association of Homebuilders'/ Professional Builder's "Best in American Living - Affordable Housing category" award.



Heritage Square
ORIGINAL COPY



Submitted To:
The City of Pasadena
City Hall
Office of the City Manager
100 North Garfield Avenue
Pasadena, California 91101

November 13, 2007

Attention: Brian Williams, Asst. City Manager

Submitted By:
The Bakewell Company
&
Simpson Housing Solutions



**Simpson
Housing
Solution**



November 13, 2007

City of Pasadena
Attn: Brian Williams
Office of The City Manager
100 North Garfield
Pasadena, CA 91101

RE: Heritage Square Project

Dear Mr. Williams:

On behalf of The Bakewell Company and our partner Simpson Housing Solutions we are please to submit our response to the city's Request for Qualification.

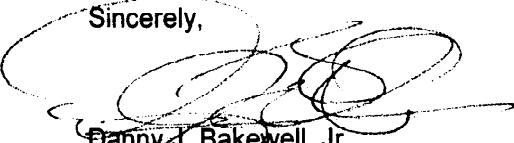
We believe that you will find that our team gives the city exactly what they are looking for in a development team with the capacity to bring a development with a full mix of housing product, for both family's and seniors. While at the same time taking into consideration what the community has asked for in regards limiting low income and affordable family housing within the area.

This project is a complete mix of housing products with "for sale" housing for families, "for sale" housing for seniors (55 and older) and rental units for seniors (55 and older). The project also has a number of amenities mixed throughout the development and included along with almost 20,000 square feet of retail. Bakewell and Simpson combine every aspect of development expertise within our team, and we are certain if given the opportunity we will be able to bring this project to fruition for the northwest community and all of Pasadena.

We look forward to meeting with the city and the selection committee to explain our proposal in greater detail and address any concerns that you may have.

Should you have any question please don't hesitate to give me at a call at (323) 291-6803.

Sincerely,



Danny J. Bakewell, Jr.
President and COO

"Quality Development = Quality of Life"

3800 Crenshaw Boulevard, Los Angeles, CA 90008
(323) 291-6803 - (323) 291-6804 fax

TEAM DESCRIPTION

The Bakewell Company and Simpson Housing Solutions, LLC have come together with the goal of developing the mixed-use development known as The Heritage Square Development in the City of Pasadena. This development team, combined with qualified consultants, will provide the Northwest Pasadena Community and the City of Pasadena with a quality development that will stand out among others of its type and benefit the entire community.

THE BAKEWELL COMPANY

The Bakewell Company, LLC ("TBC") is one of the largest and most successful privately held real estate development companies in the United States. Founded over 30 years ago by Danny J. Bakewell, Sr. the company's Chairman and CEO, TBC has been able to distinguish itself from other development companies by being able to bring first class developments to areas often ignored and considered undevelopable by traditional development entities. TBC has been heralded for using predominantly minority and local consultants, vendors, and contractors as part of its development team. These consultants and specialist include attorneys, architects, engineers, suppliers, project and property managers as well as contractors. It is the fundamental philosophy of TBC that "you can do good and do well at the same time" that drives The Bakewell Company to seek out qualified and capable vendors and other professionals who often never get the opportunity to work on development projects of this nature.

TBC has extensive experience in developing retail, residential, and commercial real estate with a primary focus on urban communities throughout California such as Compton, South Los Angeles, Seaside, Hawthorne, and Northwest Pasadena. Over the past 30 years the company has developed, built, and managed over 5,000,000 sq. ft. of commercial, retail, industrial, and residential real estate with an estimated value of \$1,000,000,000.

TBC is a full service development company with a wide range of projects and product experience. Their portfolio of projects includes development and construction of affordable apartments used for transitional housing, major retail centers which house both big box and small retail tenants, office space and master planned communities with large open space, community centers, walking trails and green belts, and a full service park facility. TBC has designed, developed and built a wide range of housing product types ranging from 1,758 sq. ft. single family homes to 3,800 sq. ft. luxury housing designed for empty nesters, senior citizens, and families.

SIMPSON HOUSING SOLUTIONS, LLC

Simpson Housing Solutions, LLC (“SHS”), a Colorado limited liability company, has extensive experience developing affordable housing projects throughout the State of California as well as the United States. Since its inception in 1994, SHS has itself grown into one of the nation’s premier developers and financiers of affordable housing. With more than 27,000 units developed and/or financed nationwide, SHS offers rock-solid financial strength, an unparalleled depth of construction experience and a thorough understanding of all aspects of the development process. The firm’s success is due in large part to its recognition that no two developments are exactly alike, as well as the fact that SHS shares its partners’ long-term goals.

SHS specializes in the design and development of low to moderate-income apartment homes utilizing federal Section 42 Low Income Housing Tax Credits, Tax-Exempt Mortgage-Backed Revenue Bonds, as well as a variety of state and local programs. SHS also works closely with both for-profit and non-profit developers to purchase their tax credits at competitive prices. The firm is able to provide either a portion or the complete financing framework for an affordable housing community, including the obtaining of both construction and permanent financing. Thanks to its expertise and resources, SHS has become a valued partner with local governments, other developers, and the nonprofit housing community in their efforts to meet local affordable housing needs.

SHS has consistently demonstrated the ability to deliver market-rate quality communities at affordable rents that are indistinguishable from surrounding market-rate apartment communities. The firm’s tax credit financed apartment communities offer residents quality design and construction, a high level of interior and exterior appointments, landscaped grounds, recreational facilities and many other amenities most people may not associate with affordable housing.

SHS’ strength lies in building relationships with partners based on trust, confidence, teamwork, and reliability. The company provides a comprehensive, integrated menu of value-added services and benefits, all tailored to meet the unique needs of each partner and community. That menu includes tax credit equity, pre-application and/or pre-development loans, joint venture capital, tax-exempt bond financing expertise, construction and permanent financing, construction and construction management services, and comprehensive asset management services. SHS is constantly seeking new affordable housing opportunities.

SHS realizes that the success of any development is always the result of a team effort. The collaboration among the development team is the driving force that ensures that the end product is a major step in the revitalization of a community. A successful development leverages financial resources to their maximum potential and brings each City’s vision to fruition.

SHS has established working relationships with numerous city agencies, housing authorities, and non-profit organizations nationally. The success of a majority of SHS’ affordable housing developments could be credited in large part to the public-private partnerships that are formed

with cities. Creative and flexible approaches to public-private partnerships and financing structures enable SHS to continue developing stunning and successful communities.

Partnership Responsibilities

TBC and SHS will share in the overall operations and development of The Heritage Square Development. This will be a collaborative effort, with each team member overseeing different aspects of the project but each with a participatory role in each aspect. The development team will operate in unison, blending together the individual expertise of each party and combining the strengths and understanding of the development, the community's goals, the City's goals, and the requirements necessary for insuring the long term viability of the project.

The primary responsibilities of each participating developer will be as follows:

Simpson Housing

Rental Unit Design
Project Financing
Rental Unit Leasing
Tax Credit Allocation
Overall Construction Design
Project Management/Accounting

The Bakewell Company

For Sale Unit Design
Retail Leasing
Retail Unit Design
Construction
Community Outreach
Local Hiring/Local Contracting

Contact Information

Danny J. Bakewell, Jr.
President & Chief Operating Officer
The Bakewell Company, LLC
3800 Crenshaw Boulevard
Los Angeles, California 90008
(323) 291-6803
(323) 291-6804 fax
dannyjr@bakewellco.com
www.bakewellco.com

Moe Mohanna
Senior Vice President, Development
Simpson Housing Solutions, LLC
320 Golden Shore, Suite 200
Long Beach, CA 90802
(562) 256-2000
(888) 261-8390
moe.mohanna@simpsonhousing.com
www.createchange.us

Partnership Mailing Address

Bakewell/Simpson Partners
c/o Danny J. Bakewell, Jr.
3800 Crenshaw Boulevard
Los Angeles, California 90008
323-291-6803

Bakewell/Simpson Team Resumes

DANNY J. BAKEWELL, SR. – CHAIRMAN & CEO, THE BAKEWELL COMPANY

Mr. Bakewell, Sr. is responsible for charting the overall course and strategy for The Bakewell Company. Mr. Bakewell, Sr. is a veteran of the real estate business starting The Bakewell Company over 30 years ago, he has been the driving force in bringing underserved communities like Compton, South Los Angeles and Northwest Pasadena the resources and developments that have often been considered un developable by others. Mr. Bakewell, is responsible for bringing to the City of Compton the first two major retail developments with such national retailers as Ralph's Grocery Store, Von's Supermarket, K-Mart, IHOP, Sizzler etc. Danny, Sr. is also responsible for developing the Fair Oaks Renaissance Plaza. This site which remained underdeveloped for several years and considered a haven for crime and blight within the community is now serves as the catalyst for all of Fair Oaks booming development opportunities and is a source of pride throughout the community.

MICHAEL A. COSTA – PRESIDENT, SIMPSON HOUSING SOLUTIONS, LLC

Mr. Costa is responsible for overseeing all activities at SHS, which specializes in the development and/or acquisition, financing, construction and management of affordable rental apartment communities for low- to moderate-income families and seniors nationwide. A veteran of more than two decades in the affordable housing industry, Mr. Costa was named the 2000 "Freddie Mac Builder of the Year" at the NAHB's prestigious annual "Pillars of the Industry" awards, and also received the 2000 SAGE Award from the Seniors' Housing Council of Southern California. He earned a bachelor's degree in engineering from California Polytechnic State University at San Luis Obispo, and holds a general contractor's license from the State of California.

DANNY J. BAKEWELL, JR. – PRESIDENT & COO, THE BAKEWELL COMPANY

Mr. Bakewell, Jr. is responsible for the overall day to day operations of The Bakewell Company. Growing up in the development business at the feet of his father Bakewell Company Chairman Danny J. Bakewell, Sr. Mr. Bakewell has quickly established himself as a leader in his own right in the development business. A licensed general contractor in both the State of California and Louisiana Mr. Bakewell has built projects for such national retailers as Safeway Foods, Ralph's Grocery Company, The State of California, Pizza Hut/PepsiCo & IHOP. Mr. Bakewell, also oversaw the highly successful Seaside Highlands Master Planned Community in Seaside, California. This master planned community of 380 single family homes also included developing a building a park for the City of Seaside, with a state of the art baseball diamond, 4000 sq. ft community center, a police sub-station, a playground area, picnic facilities and a vast array of open space. Mr. Bakewell, Jr. was recently named Developer of the Year by The National Association of Minority Contractors. Danny, Jr. is a graduate of the USC Real Estate Program in Real Estate Finance and Development and currently sits on the USC Ross Program in Real Estate Advisory Board.

MOHANNAD ("Moe") MOHANNA - SENIOR VICE PRESIDENT, DEVELOPMENT, SIMPSON HOUSING SOLUTIONS, LLC

Mohannad H. Mohanna is Senior Vice President of Development with Simpson Housing Solutions, LLC. Under his leadership, SHS has built a portfolio of more than 10,000 units of affordable workforce and senior housing California, Arizona, Nevada, Texas, Utah, Colorado, New Mexico and other markets. Mr. Mohanna supervises the upfront development, forward planning, land-acquisition and financing of these communities. Prior to joining SHS, Mr. Mohanna was Vice President with Newport Pacific Asset Investment Corporation, where he was responsible for evaluating and acquiring multifamily properties throughout Southern California. Previously, he was Senior Project Manager with Newport Pacific Development Corporation, where he was involved in the development of more than 1,000 affordable entry-level family and senior apartments, condominiums and single-family homes in Los Angeles, Orange, San Diego, Riverside, and San Bernardino counties. Before coming to the United States, Mr. Mohanna spent several years in a variety of forward planning positions with firms in Cairo, Egypt. He received his Bachelors and Masters degrees in Economics from the American University in Cairo, Egypt.

THOMAS E. ERICKSON - SENIOR VICE PRESIDENT, SIMPSON HOUSING

Mr. Erickson is responsible for day to day supervision of project management operations of the company's multi-family and senior apartment communities. He earned a bachelor's degree in finance from Long Beach State University, a licensed California real estate broker, and a candidate in the Institute of Real Estate Management's CPM Program.

CEDRIC A. CARLIN – VICE PRESIDENT OF CONSTRUCTION, THE BAKEWELL COMPANY

Mr. Carlin has well over 20 years of experience overseeing construction and construction projects of every size and nature. A well respected veteran of the construction industry Mr. Carlin has oversaw the development of both on site and off site public improvements, he has built a variety of housing products from apartments to condominiums to single family homes and master planned communities. He also has supervised the construction of several major grocery stores, and retailers.