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The Vine Conference Celebrates 10th Year with Impressive Array of Speakers
*Held in Conjunction with PCBC in San Francisco, The Vine Aims to Inspire Attendees
to Create Inspired Places*

SAN FRANCISCO (June 6, 2016) – [PCBC 2016](#), the largest annual homebuilding trade show representing the west coast region, has just announced the impressive line-up of speakers for The Vine, the unique collaborative event being held in conjunction with PCBC on June 21, 2016, at The Presidio in San Francisco. Celebrating its 10th year, The Vine brings together creative thinkers from a wide range of backgrounds with a shared passion for making better places.

“Since 2006, The Vine has been a space where builders of physical community can interact with, and learn from, animators of social community, like artists, musicians, writers, teachers and activists,” said Linda Baysari, Sr. VP of Conventions and Meetings for PCBC. “And what we’ve found is that when you create this kind of mixture of different disciplines united by shared values, it results in not only new ideas and ways of thinking, but also some remarkable collaborations that might not have otherwise occurred.”

One example is the partnership forged by Life is Good, the iconic apparel company, and Newland Communities, one of the largest master-plan developers in the United States. After meeting at The Vine, the principals of these companies teamed up to stage charity Pumpkin Festivals in Newland’s developments around the country, raising over \$1 million for children in need.

The Vine is described as full-day immersive event. Part conversation and part theater, the event is known as an active instigator and propagator of ideas. The collaborative

forum is fueled by a unique set of speakers who include some of the most thought-provoking individuals currently shaping our world in some of the most creative and out-of-the-box ways.

Following are the list of speakers that will share their knowledge with attendees:

- **Nancy Duarte** is a communications expert who helps some of the world's most influential organizations (including Apple, Facebook, GE, Google, TED, and Twitter) harness the power of storytelling to create more persuasive presentations.
- **Bert and John Jacobs** are the cofounders of Life is Good, a business that began in the back of a van and today is a global lifestyle brand with over \$100 million in sales — yet spends nothing on advertising, relying instead on an avid community to spread the “good” word.
- **Chris Grant**, CEO of Sported.com, has worked with more than 1,500 leadership and operational teams on strategy and performance, including BBC Worldwide and Great Britain's Olympic coaches.
- **Robin Sloan** is a “media inventor” and bestselling author of *Mr. Penumbra's 24-Hour Bookstore*, named a Best Book of the Year by *NPR*, *Los Angeles Times*, and *San Francisco Chronicle*.
- **Regina Evans** is a poet, playwright, actor, entrepreneur and modern day abolitionist. A survivor of human trafficking, she is now a leader in the fight against trafficking as a social entrepreneur.
- **Shannon Curtis** is an independent songwriter, singer, performer and recording artist. Bypassing traditional music industry channels, she has cultivated a community of “superfans” who support - and inspire - her art.
- **Joshua Becker** is a leading voice in the modern simplicity movement, helping millions of people throughout the world to live more intentionally - finding more life by owning fewer possessions. Becker just released his latest book - *The More of Less: Finding the Life You Want Under Everything You Own* – and his participation in The Vine coincides with his current book tour.

Attendance to The Vine is limited and attendees are encouraged to register soon by visiting <http://www.pcbc.com/vine-registration>. The \$695 registration fee includes meals, program materials, and a complimentary exhibits pass for PCBC (June 22-23). Attendees can also purchase a combo registration for The Vine plus an all-access PCBC Passport for a significant discount on the combined fees by visiting here: <http://www.pcbc.com/register-plan/register/pricing>.

The Vine takes place June 21, 2016 at the Golden Gate Club in The Presidio, San Francisco. For more information visit: <http://www.pcbc.com/about-the-vine>.

About PCBC

PCBC is the largest homebuilding trade show in the Western United States and is dedicated to advancing the art, science and business of housing. Sponsored by the California Building Industry Association (CBIA) and endorsed by the Leading Builders of America (LBA), whose membership includes 20 of the largest public and private homebuilders in the country, PCBC offers two days of exhibits, education, special events, and networking. This year, the annual event returns to San Francisco, California. For more information, please visit www.pcbc.com.

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