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**Full Keynote Speaker Lineup Announced for PCBC 2016
to be Held at San Francisco's Moscone Center June 21-23**

*Chip Conley and Joshua Cooper Ramo to Headline Full Event as General Session
Keynotes, Jake Knapp and John Ellis Featured as Conference Keynotes*

SAN FRANCISCO (April 19, 2016) – [PCBC 2016](#), the largest annual homebuilding trade show in the Western United States, today announced its full keynote speaker lineup for the June 21-23 event that returns this year to San Francisco's Moscone Center. The event will proudly feature Chip Conley, Airbnb's Head of Global Hospitality and Strategy, and Joshua Cooper Ramo, Vice Chairman and Co-CEO of Kissinger Associates, as General Session keynotes. Jake Knapp, Designer and bestselling Author, and John Ellis, Founder of Ellis and Associates, will headline as Conference keynotes. Additional featured presenters, including provocateurs from both in and outside of the building industry, have also been announced.

"Our keynotes and featured speakers represent today's leading voices that are disrupting and transforming not only the building industry but the business world at-large," said Linda Baysari, senior vice president of PCBC. "We are excited about what they will bring to PCBC this year and guarantee attendees will gain both knowledge and creative inspiration from them to take back and apply strategically to their own organizations and lives."

Joshua Cooper Ramo, a policy expert and adviser to nations and corporations, will be featured as the first main event keynote on Wednesday, June 22nd at 8:30am. With his newly released book *The Seventh Sense: Power, Fortune, and Survival in the Age of Networks* as inspiration, Ramo will focus his address on the historic forces now shaking our world and explain how leaders, businesses, and each of us as individuals can master them by leveraging the power of networks. With the Digital Age as transformative as the

Industrial Revolution, Joshua Cooper Ramo will draw on examples from business, science, technology and politics to help us thrive in this new era.

Hospitality icon and Author Chip Conley will provide the main event's second keynote address on Thursday June 23rd at 8:30am. Airbnb's current Head of Global Hospitality & Strategy, Conley first disrupted the hotel industry with his company Joie de Vivre and its mission to "create joy." In 24 years as Founder/CEO, he turned one seedy motel makeover into the second largest boutique hotel chain in the world. In 2013, Airbnb asked Conley to help transform their fast-growing, Millennial-focused tech startup into a mainstream hospitality company and today Airbnb is one of the most valuable hospitality companies in the world. In Conley's keynote he will speak to why the sharing economy is such a phenomenon, what it tells us about consumer experiences, and how to identify industries that are ripe for disruption. Both the Joshua Cooper Ramo and Chip Conley keynotes are open to all event attendees.

PCBC is also proud to announce its two Conference Keynotes, open to Passport registration attendees only. Jake Knapp, Designer and New York Times bestselling Author of *Sprint: How to Solve Big Problems and Test New Ideas in Just 5 Days* will present to conference attendees on Wednesday June 22nd at 1:15pm. John Ellis, Founder of Ellis and Associates, former Global Technologist and head of the Ford Developer Program, will present *Building in the Year 2025 and Beyond* to conference attendees on Thursday, June 23rd at 1:15pm.

In addition to PCBC's standout keynote line-up, the event will also feature a number of exceptional featured speakers providing thought-provoking, original presentations on a number of topics. Featured speakers and topics include:

- Kevin Kelley presenting *The Power to Convene: How to Create Your Own Brand Bonfire*
- Rachel Bardis presenting *Rethinking the Box*
- Joan Marcus-Colvin presenting *Cage Free Talent*
- Leon Segal presenting *Innovation Begins with an Eye*
- J. Walker Smith presenting *Big Tent Branding: The New Narrative of the American Dream*
- Sandra Kulli presenting *The Art of Storytelling*
- Marc Renard presenting *Multifamily Investment Strategies*
- Courtney Ferrell presenting *Choreographed Inspiration*
- Greg Willett presenting *The Economy and the Multifamily Sector*
- Gordon Fowler presenting *Generational Motivation*

PCBC 2016's full three-day agenda also includes an extensive exhibition hall, two full days of comprehensive educational sessions, a one-day Multifamily Trends conference track and VIP Buyers programs. The event is sponsored by the California Building Industry Association (CBIA) and endorsed by the Leading Builders of America (LBA).

PCBC's sold-out exhibit floor will play host to 350 of the nation's top building product manufacturers and suppliers, all displaying the newest, most innovative products, services, and technologies available in housing today. The exhibition hall also features the VIP Key Buyers Club, a VIP program for purchasing teams from high-volume builders, facilitating private, pre-scheduled meetings between builders and manufacturers.

Attendees of PCBC 2016 will include home builders, developers, architects, investors, capital providers, general contractors, trade contractors, interior designers, remodelers, real estate brokers, consultants, product manufacturers, dealers, distributors and other industry advisors and stakeholders. Attendees represent the Western United States, Canada, Mexico and approximately 25 additional countries.

For additional information and to register for the event visit <http://www.pcbc.com/register-plan/register/register-now>.

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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