

**Steve PonTell**

Managing Member, Community Asset Recovery Enterprise, LLC (CARE)  
President, La Jolla Institute  
Strategic Consultant, Performance Works and Germania

Steve is currently juggling three very distinct activities each with a unique view of the future and the new economy.

Building a company focused on helping communities address the current wave of foreclosures / trustee sales that have the potential of tilting communities to a significant number of absentee property owners away from homeowners. CARE is well positioned to partner with communities and lenders to facilitate the current restructuring of the real estate market.

As President of the La Jolla Institute, a California based, non-profit think-tank, Steve is vigorously involved in "Pioneering the New Community". Since founding the La Jolla Institute in 1996, he has focused his activities on advancing a better understanding of the critical elements necessary for both communities and corporations to achieve long term economic competitiveness. The La Jolla Institute is currently working on a major research project studying the changing nature of retailing and the relationship between the electronic and physical worlds and strategic planning projects with Orange County, California and the Great Valley Center in California's Central Valley. A nationally recognized authority on community development and the workplace of the future, Steve over the last fifteen years has initiated numerous corporate and community trailblazing projects.

Steve's role as a consultant is to bring strategic consulting to both corporations and communities in light of the changes underway in the economy and the workplace. Current clients include the County of Los Angeles; The Four Corners Transportation Coalition; The City of Ontario and the Ventura Auto Center.

**Community Development Projects***The I10 Corridor Conference 2009*

A forum that brought together regional, State and Federal participant to discuss how to best move forward on improvements along the I10 in today's economic and political environment.

*Orange County community Indicators Report - 1999 - 2009*

An annual report on the state of Orange County is conducted by a team including the County of Orange, the Orange County Business Council and The First Five of Orange County. This report has become an important benchmark on the direction Orange County is going and how the region should respond.

*City of Ontario - 2008*

The City asked the question - what steps should we be taking to be the first out of the current economic downturn. This report laid out a series of priorities that give the City a road map for action.

*Inland Empire Economic Recovery Corporation - 2008*

Created to coordinate a local response to the complete restructuring of residential real estate within the Inland Empire the Recovery Corporation is well positioned to deal with the various Federal agencies that could negatively affect the recovery of the residential real estate market.

*Smart Communities, 1999* - Sponsored by the International Development Research Council (IDRC). This project involves the creation of a national forum for corporations, economic developers and community leaders to explore and create collaborative strategies to grow and operate in an economic environment that is global, knowledge based, and increasingly reliant on digital communications and computer technologies.

*Smart Communities, 1995* - In partnership with San Diego State University's International Center for Communications, this Caltrans sponsored project created a guidebook for local governments to intelligently review their competitive positioning given the changing nature of the economy and technology.

*WorkSmart, 1993* - In partnership with the Claremont Graduate School and Cornell University's International Workplace Study Program, this Caltrans, GTE, KPMG Peat Marwick, Pac Bell and Chiat Day sponsored effort examined the current state of the workplace and an analysis of the opportunities and obstacles for organizational change and the public policy implications caused by the new economy.

*Telebusiness Workcenters, 1991* - Included the creation of the most comprehensive satellite telecommuting program in the U.S. The program included four telecommuting facilities serving the Southern California region that provided a workplace alternative for 300,000 residents who commute daily from San Bernardino and Riverside Counties to Los Angeles and Orange Counties.

Additionally, Mr. PonTell's regional economic development efforts have involved: *The Next Act: Southern California's New Economy*, and *California: A 21st Century Prospectus*, both studies provided a unique perspective on the future changes of California's evolving new economy.

#### **Education**

BS, California Polytechnic State University: City and Regional Planning  
MBA, Claremont Graduate School - Drucker Center

#### **Sampling of Public Forums/Speeches**

DEGW Work Place conference, Milan Workplace 95, London Alternative Office Exposition, Los Angeles Council for Urban Economic Development, San Diego International City Managers Association, Orlando IDRC International Conference, Singapore California Municipal Utilities Association, Monterey California Association for Local Economic Development, San Diego International Research Development Council, Baltimore League of California Cities, Los Angeles League of California Cities, Buena Park International Development Research Council, Dublin IDRC Paris Global Super Projects, Paris IDRC Indianapolis Spring World Congress, Indianapolis California Redevelopment Agency Conference & Expo, Long Beach League of California Cities Managers' Conference, Monterey Urban Land Institute San Diego Economic Outlook Conference, San Diego Business Products Industry Association, Atlanta