



**ECONOMIC
FORECAST
PROJECT**

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

34th Annual Santa Barbara County
ECONOMIC SUMMIT **THURS, APRIL 30, 2015**
THE GRANADA THEATRE

Breakfast Reception 7:30-8:30

The 1200 block of State Street will be blocked off and breakfast will be served in front of the Granada.

Program 8:30-11:30

Tickets: \$200 (includes copy of annual publication and continental breakfast). Available at artsandlectures.sa.ucsb.edu or call the A&L box office at 805.893.3535 / Event Information: 805.893.5148



**KEYNOTE
SPEAKER**
MARK J. FLANNERY

Mark J. Flannery is the Chief Economist and Director of the Division of Economic and Risk Analysis at the U.S. Securities and Exchange Commission. He has published extensively, primarily in the areas of financial regulation and corporate capital structure.

In 2003, Dr. Flannery helped establish the FDIC's Center for Financial Research and then served as co-director and senior adviser until 2008. He worked as a Senior Adviser to the Office of Financial Research from 2011-2014 and has been a long-term visitor to the Federal Reserve Bank of New York's Research Department. He served as president of the Financial Intermediation Research Society (FIRS), president and board chairman of the Financial Management Association, and member of the board of directors of the American Finance Association. He was an editor of the Journal of Money, Credit and Banking from 2000-2005.

Dr. Flannery is on leave from the University of Florida, where he holds the BankAmerica Eminent Scholar Chair in Finance. He earned an AB *summa cum laude* from Princeton University and an MA, an M.Phil., and a PhD (all in economics) from Yale University.

**SPEAKING ON THE LOCAL AND
REGIONAL ECONOMY**

Peter C. Rupert

Executive Director of the UCSB Economic Forecast, Peter C. Rupert is chair of the UCSB Department of Economics and Associate Director of the UCSB Laboratory for Aggregate Economics and Finance with Nobel Laureate Finn Kydland. He served as Senior Research Advisor for the Federal Reserve Bank of Cleveland for 13 years.

PANEL DISCUSSION

"BUSINESS IN THE SOCIAL MEDIA AGE"

Our panel will provide an insider's tour of the social media landscape, delivering practical strategies businesses can use to increase social media presence, avoid pitfalls, and maximize their ROI.

Matt Kautz is Director of Social Media and Analytics at Walt Disney Studios. Before joining Disney, he was part of Facebook's preferred marketing developer community at a start-up specializing in audience insights. He also launched the digital marketing services division of a Comcast subsidiary focused on college athletics and performing arts ticketing.

Lisa Jenkins is the Vice President of Marketing & Client Services at The Marketing Distillery, a Los Angeles-based social media and online agency. She has experience in entertainment, CRM, ecommerce, advertising, and online reputation management. Her clients include AOL, The LA Philharmonic and The Hollywood Bowl, The Los Angeles Film Festival, and Warner Bros.

Megan McArdle (moderator) is a Bloomberg View columnist who writes on economics, business and public policy. She recently authored *The Up Side of Down*, a book about the power of failure. She previously wrote for *The Atlantic*, *The Economist*, and *Newsweek* and appears regularly on MSNBC, Fox News and NPR.

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