

## **KTGY Principal Manny Gonzalez, AIA, LEED AP Invited to Speak at Several National Industry Events**

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September 17, 2009 (FPRC) -- IRVINE, CALIF. - Award-winning KTGY Group, Inc., Architecture and Planning, is pleased to announce that Manuel G. Gonzalez, AIA, NCARB, LEED AP, CAASH and Principal of KTGY Group has been invited to speak at several key industry events including the Multifamily Executive Conference, Big Builder magazine's pioneering virtual program and two sessions at the International Builders' Show.

At the Multifamily Executive Conference, held on October 12-14, 2009, at The Bellagio in Las Vegas, NV, Gonzalez will speak on "Apartment of the Future: What Multifamily Will Look Like in a Decade," on Monday, October 12, from 3:15 pm - 4:15 pm. Gonzalez will discuss how the real estate landscape has changed dramatically in the past few years, and with it, how architects are rethinking what multifamily properties of the future will look like. Gonzalez will offer designs created exclusively for Multifamily Executive featuring an apartment property and unit for the future.

In place of a traditional conference, Big Builder is hosting an innovative online event on November 16-20, 2009 that will involve five days of programming, most of it focused on five major home building regions, and making it available to everyone in the industry for free. The cornerstone of the event is a series of five live webinars, where cross-disciplinary teams in five markets -- Southern California being one of them -- will present a final business and community plan with renderings, photographs and market research for a specific parcel of land in their respective markets. Gonzalez has been invited to participate in the Southern California team presentation on November 16, from 12 noon - 1:30 pm (PST). The live audio webcast and presentation will include time for questions and answers. Gonzalez will discuss the macro and micro political, economic, and social forces shaping the real estate homebuilding industry; offer insights into the latest news and trends; and how to be better prepared to make critical financial and operational decisions in the year ahead.

Additionally, Gonzalez will be a featured speaker at two sessions at the International Builders' Show in Las Vegas on January 19-22, 2010. On Wednesday, January 20, from 3:30 pm - 5:00 pm, Manny will speak on the panel "High Density - 50 Units Per Acre and More." Gonzalez will discuss how to maximize the number of units you can build, while providing smaller apartments or condos that are still attractive to residents. Attendees learn about which types of urban in-fill products the market most readily accepts, and how to manage the challenges of designing for these unique sites including the unique affordable housing opportunities that may be available in high-density locations.

On Thursday, January 21, from 8:00 am - 9:30 am at the International Builders' Show, Gonzalez will speak on the panel "From Woodstock to Wii: These Generations are Closer Than You Think!" With the extreme flux in today's challenging housing environment, it is critical that industry professionals understand the changes occurring in consumer preferences. The 50+ market and their adult children, GenXers and Millennial, have essentially hit the reset button. As a result, they share

remarkable similarities in what they seek. Gonzalez will discuss these evolving preferences, and share predictions regarding products, including location, price and size. He will help attendees to understand current preferences and expectations among the 50+, GenXers and Millennial markets and where they're headed. He will discuss ways to spot emerging trends as they occur so that attendees can stay on the cutting-edge in site location, product, design and amenities; and identify and apply these elements to increase market share and profitability.

Manny Gonzalez is the senior partner in KTGy's Santa Monica office and president of KTGy Group, Colorado. He is responsible for the design, land planning, and production of developments throughout California, Arizona, Nevada, and Colorado as well as active adult and affordable multi-family communities nationwide. In his more than 25 years of practice in residential development, Gonzalez has won numerous awards for his outstanding designs including Gold Nugget, Best in American Living, Pillars of Industry, MAME and Elan. This year, Gonzalez won his fifth NAHB 50+ Housing Gold Award, which was for the Echo Park Senior Community, and was recently named "Person of the Year" by the 50+ Housing Council of the Building Industry Association of Southern California, in recognition of Gonzalez's commitment, personal compassion, and professional contributions as a national leader in 50+ housing design and innovation.

About KTGy Group, Inc.

Established in 1991, KTGy Group, Inc., Architecture and Planning, provides comprehensive planning and award-winning architectural design services for residential communities, retail, hospitality, mixed-use and related specialty developments. KTGy delivers innovative solutions that reflect clear understanding of development, marketing and financial performance and takes particular pride in its highly motivated and principal led studios. Serving clients worldwide, KTGy maintains offices in Irvine, Oakland and Santa Monica, and in Denver. See [www.ktgy.com](http://www.ktgy.com).

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