

# Builder

## Annual BIAOC Women's Leadership Confab Set For April 13

By Builder  
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On April 13, 2018, the Building Industry Association, Orange County Chapter (BIAOC) and The New Home Company (NEW HOME, NYSE: NWHM), Aliso Viejo, will present the Women's Leadership Conference, a pioneering event dedicated to furthering opportunities for women and addressing the unique challenges they face in home building. NEW HOME Chief Marketing Officer and the founder of the conference, Joan Marcus Webb, is this year's chairperson.

The conference—to be held at the City National Grove of Anaheim—is now in its fourth year and was launched as a critical platform objective of Marcus Webb when she served as BIAOC President in 2015. It has grown every year since. This year's event, which is open to men and women, is themed "Passion & Persistence" and will be highlighted with keynote addresses by three-time Olympic gold medal-winning volleyball player Kerry Walsh-Jennings and Susan Ershler, history-making mountain climber and business executive.

As the presenting sponsor, NEW HOME has for the first time invited all female team members from its Southern California division and corporate office—representing more than 70 women—to attend the conference.

"I believe that the BIA Women's Leadership Conference is one of the most important and powerful events of the year," said NEW HOME Chief Executive Officer, H. Lawrence Webb. "I wanted all our female team members to have the opportunity to join me in experiencing this meaningful day in our industry."

"Diversity in the workplace is vital to our industry as it continues to evolve," said Marcus Webb. "The conference has become a platform to discuss the unique challenges, opportunities, accomplishments and perspectives from both genders that we all encounter in our professional lives. Creating more leadership positions for the talented women in home building is a topic that needs constant attention, so we are thrilled with the support the conference receives. We know that all attendees will leave feeling empowered and motivated."

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