



# FORECAST MEMBERSHIP

UCLAAnderson  
**FORECAST**

# About the Forecast

## Experience

The UCLA Anderson Forecast has been producing economic outlooks for the nation for over 50 years, one of the longest running major economic forecasts in the nation. In addition to our national forecast, we also produce forecasts for the State of California as well as the Los Angeles and East Bay regions. We have a significant presence in the Southland, and release our forecasts at quarterly conferences that regularly attract 300 to 400 business leaders and government officials. In recent years we have used our expertise to expand and offer forecasts and corresponding conferences in other regional markets; Orange County and San Diego. We will continue to build further to include other regions in need of more in-depth objective analysis.

## Accuracy

The UCLA Anderson Forecast is widely recognized for its ability to predict transition points in both the national and state economy. We were the first major forecasting organization to predict the 2001 recession. Our December 2000 Forecast identified the first signs of weakness in the national economy while other blue-chip forecasters continued to make rosy projections of 3% GDP growth. This foresight is not unusual: The UCLA Anderson Forecast also predicted the previous recession in the early 1990s, warning specifically about the potential for a severe downturn in Southern California. In 2002, the UCLA Anderson Forecast was among the first to identify the growing imbalances in the housing sector and correctly predicted sharply declining sales volumes and weak prices when rates returned to normal.

## Objective Insights. Accurate Data. Networking Opportunities.

*As the country's leading economic forecast service, the Anderson Forecast provides key economic insights from objective leading economic researchers.*

## Media

The UCLA Anderson Forecast receives significant press coverage, and deals regularly with the media. This includes creation and distribution of press releases, interviews, and press attendance at our conferences. Our Media Relations personnel work to locate relevant experts for interviews as well as distribute information. Our forecasting team has extensive experience interacting with both print and broadcast media, and is frequently called upon to provide commentary on the economy. For the past two years the UCLA Anderson Forecast has generated 50% of the press for the Anderson School.

## Perspective

The UCLA Anderson Forecast provides much more than economic projections. We fully equip our audience with not only the "what" but the "why" by providing the underlying reasoning behind our forecast as well as the practical applications. Along with our quarterly economic forecasts we also include a special topic each quarter, giving our audience a complete perspective on various issues affecting the economy. Past topics have included: Real Estate, Energy, Corporate Governance, The Healthcare Cost Crisis, California Infrastructure and the Graying of America, to name a few.

## Membership Levels

Seminar - \$10,000

**Priority access to our economists for consultations.**

6 admissions to each our private triannual forecast preview seminars.

*All benefits of Corporate 6 membership*

Corporate 6 - \$5,000

**Private economic update by one of our economists.**

6 admissions to each of the quarterly forecast conferences.

*All benefits of Corporate 4 membership*

Corporate 4 - \$3,000

**Marketing opportunity in all 4 of the Forecast Publications.**

4 admissions to each of the quarterly forecast conferences.

*All benefits of Corporate 3 membership*

Corporate 3 - \$2,500

**3 admissions to each of the quarterly forecast conferences.**

*All benefits of Individual membership*

Individual - \$1,500

**Access to the December member's only conference.**

**One copy of Forecast publication per quarter.**

**Discount to regional conferences.**

1 admission to each of the quarterly forecast conferences.

## Why Join?

### Membership benefits (all levels)

#### Conference & Events

Admission to quarterly Los Angeles Forecast conferences; discounts on other regional events

#### Online Services

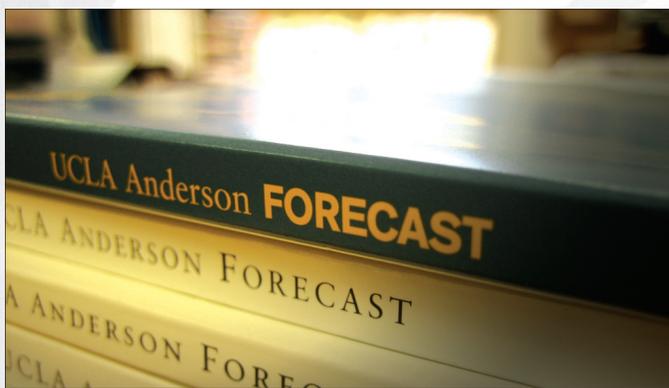
Access to our "Member Only" website with economic data and articles

#### Publications

Quarterly economic forecast reports for the national, state and local economies

The Forecast reports consists of national and state level data and written commentary including:

- Forecast Summaries
- Interest Rates
- Real Estate Analysis
- Government Revenues
- Exports and Imports
- Employment
- Building & Financial Activity
- Demographics
- Personal Income
- Consumer Spending



## Become a Member Today!

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## Membership Level

Seminar  
\$10,000

Corporate 3  
\$2,500

Corporate 6  
\$5,000

Individual  
\$1,500

Corporate 4  
\$3,000

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