

## **HD Opportunity and Rams win**

August 29, 2016

The new relocated Los Angeles Rams of Southern California have their first win! I believe High Desert Opportunity (HDO) can also claim a win with the selection of former Los Angeles Rams quarterback Vince Ferragamo as featured speaker for their upcoming HDO Discover the Difference showcase. I want to commend the group for selecting someone who can truly speak to the opportunities we have here in the High Desert for new and expanding businesses. Mr. Ferragamo makes real estate investments and does business here; he puts his money where his mouth is.

I also want to ask our community to support the decision the group made to take the HDO showcase outside of our region this year. Since 1982, High Desert Opportunity has promoted economic growth in the High Desert with an annual conference enticing people to come to our area and I have been a part of many of those events. Each year someone suggested going to where our target audience is. The previous annual events which brought potential investors and interested companies to a local venue were great, but sometimes “the mountain must go to Mohammed” and that is what is being tried this year.

The Victoria Gardens Cultural Center in Rancho Cucamonga is a convenient location which will encourage attendance from the Victor Valley as well as Orange County and all of Southern California to the half-day event on Oct. 20. As the only quarterback to ever take the Rams to the Super Bowl, I know our friend and client Vince will lead a dynamic morning session. An exciting group of panelists was recently announced to highlight the offerings of the High Desert in housing, real estate, workforce, retail, logistics and more. I hope you will join me, The Bradco Companies colleagues, and the other exhibitors in attending.

Let's show them the best the High Desert has to offer and entice them to attend the 2017 HDO event to once again be held here.

**Joseph W. Brady, CCIM, SIOR**  
President, The Bradco Companies