

The Bradco High Desert Report

Publishes its 60th Edition

JOSEPH W. BRADY INC., dba The Bradco Companies, the High Desert/Mojave River Valley's, the longest standing full-service commercial, industrial, land brokerage company servicing the High Desert/Mojave River Valley region, and publisher of the Bradco High Desert Report is pleased to announce the publication of their 60th edition, according to the company.

"This publication would never have become possible without the absolute strong analytical support and written skills of the renowned national economist, and co-publisher with us for nearly 54 editions, Dr. Alfred Gobar, the Founder and Chairman of Alfred Gobar Associates, (Brea, California) who was originally born and raised in Lucerne Valley, and who was the advocate that convinced me to create this document to begin with.

Unfortunately, he has not been able to participate in the last five editions, due to a serious illness that he succumbed to in the past few months, just about the time we were producing the 60th edition. We recently buried him in Lucerne Valley, with other members of the Gobar family and other dignitaries from throughout the Lucerne Valley. He will be greatly missed, I always called him my "Stepdad" based on all the influence he had on my career, explained Brady.

"What I enjoy about producing this publication is the nearly two hundred (200) article suppliers we have worked with over the last twenty (20) years and what they have contributed. I also really enjoy the many comments we get from our subscribers."

To date we have printed over 300,000 copies of The Bradco High Desert Report, with our sixty (60) editions. We also have nearly 1,500 people that subscribe to The Bradco High Desert Report and any other economic information we put out. You can find this report at www.thebradcocompanies.com/suscribe.

"This is indeed a milestone. When we



originally started publishing The Bradco High Desert Report we were charging \$59.95 per year, for a full subscription. One of your close friends had somewhat challenged me to produce this publication, based on all the speeches we had given and all the bus tours, etc. we had done back in the early 1990s, when George Air Force Base had closed, and the High Desert was going through some rather challenging economic times."

"With all that has transpired in our local community and in our country, it has been a journey to ensure we continue to provide the High Desert/Mojave River Valley with most extensive economic overview we can. One of the things we try to concentrate on, with The Bradco High Desert Report, is all the positive economic news from our region, which is one of the last major regions within Southern California to be developed. We have connected with several leaders in the community to bring the latest news on developments and the future of our area's economy".

The 60th edition consists of thirty-five (35) pages and includes articles from Mayor Gabriel Reyes, City of Adelanto, Mr. Victor Knight, City of Hesperia, Mr.

Keith Metzler, City Manager for the City of Victorville, and Mr. Orlando Acevedo, Assistant City Manager, Town of Apple Valley.

This edition also includes articles from Mr. Ben Porritt, Sr. Vice President of Brightline,

Victor Valley Transit Authority, Mr. Matt Wells, Director at Mountain Desert Career Pathways, Congressman Jay Obner, Mr. Mike Thomas, Area Manager for PRMG (Paramount Residential Mortgage Group), and our newest sponsor Ms. Marika Erdely of Green Econome, Ms. Nicole Beydler of the Housing Authority of the County of San Bernardino, Mr. Larry Taylor, President & CEO of Steele Canyon Golf Club Corp (the new owners of Bear Valley Country Club at Spring Valley Lake), Mr. Atif Elkadi, CEO, Ontario International Airport, Ms. Jackie Melendez, Executive Director of Inland Economic & Growth Opportunity (IEGO), Mr. David Wylie, Safety/Communications Officer with WWRA, the San Bernardino County Public Works Dept., Ms. Lynn Hounsley, President/CEO of Integrity HR, Inc., including articles from Ms. Kim Snyder, President of the Western Region for Prologis (the largest industrial developer in the world, with nearly 1.2 billion± square feet of space and 6,000± corporate clients), and Mr. Tyson Chave, SVP, Investment Office at Prologis, Mr. Chris Wilhite, San Bernardino County Assessor-Recorder-County Clerk, Mr. Robert A. Sewell, Public Information Officer of Victor Valley Community College, Ms. Taylor, founder of Apple Valley Legacy Museum at the Bob Hope Cottage at the Historic Apple Valley Inn, and couple of great articles from Ms. Annie Raish, CWCP, High Desert Wildlife Control LLC.

For those that are interested in receiving The Bradco High Desert Report please visit www.thebradcocompanies.com/subscribe, or contact Mrs. Pam Schemers at (760)951- 5111 Ext 104, or email pschemers@thebradcocompanies.com.