



ReThink Conference

Wednesday, October 6 & Thursday, October 7
Omni La Costa Resort and Spa // Carlsbad, California

Two days of inspiring ideas and provocative perspectives

Together we'll look outside the four walls of homebuilding to draw insights from a wide variety of sources. We then apply those insights to the specific challenges of creating better, more livable, more desirable homes and communities.

Join a select group of industry colleagues for education, networking and comradery.

RETHINK FEATURED SPEAKERS



Past Chair

Alaina Money-Garman

Founder & CEO, Garman Homes



Past Chair

Diana Lind

Writer and Urban Policy Specialist, *Brave New Home*



Past Chair

Kevin Kelley, AIA

Co-Founding Partner and Principal, Shook Kelley



Past Chair

Ryan Berman,

Author, *Return on Courage: A Business Playbook for Change*

Meet the Speakers

Alaina Money-Garman is one of the most innovative and forward-thinking homebuilders in America today. As founder and CEO of Garman Homes, she is helping to design and build a concept home that reflects the changing desires—and willingness to pay—of consumers living in a new post-pandemic reality.

Diana Lind is a writer and urban policy specialist who offers revelatory new perspectives on the familiar challenges of housing affordability, economic inequality, social isolation, and climate change. Drawing on extensive research, she offers a re-imagining of the single-family home to create spaces that are more accessible, inclusive, active and healthy.

Kevin Kelley, AIA, is an architect who combines business, science and design into one integrated approach he calls perception design. With a deep understanding of psychology and consumer behavior, he helps companies like Harley-Davidson, Whole Foods and Kraft design physical environments and immersive brand experiences.

Ryan Berman spent three years shadowing the most courageous people and leaders on the planet, going behind the curtain to learn how they build and operationalize courage. Drawing on these lessons, he helps organizations overcome the hardships of change to boldly reinvent their teams, ideas and businesses.

>> View all speakers

About the Conference

Two full days of inspiring ideas and provocative perspectives on residential design, marketing and organizational leadership.

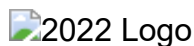
Registration includes ReThink sessions, two networking lunches, Thursday breakfast, and an evening reception.

Day One gives you the big picture on trends and forces that are shaping our economy, our businesses and our lifestyles. Topics are cross-disciplinary and experienced together in a general session format, artfully synthesized by an expert moderator.

Day Two is the practical application, with subject-specific sessions led by the industry's best and brightest practitioners. Covering design, marketing and business management (and sometimes a blend of all three), these sessions will connect you to best practices and innovative new approaches in residential development.

Attendance to the 2021 conferences will be limited to builders, developers, architects and other homebuilding professionals and invitations will be emailed in late May. Interested in receiving an invitation, contact Mike Sturdivant, Conferences Director at mike@pcbc.com.

If you are a manufacturer/service provider that would like to participate at PCBC 2021 Re-Imagined, please email Ann Bivens, Exhibits Director at ann@pcbc.com to learn about our high-value sponsorship opportunities & our signature buyer programs.



Get a head start! Learn more [□](#)



Save the Date for 2021: October 4-7
Omni La Costa Resort | Carlsbad, CA

Events

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